

# THE Publishers' Weekly

*The American* BOOK TRADE JOURNAL

VOL. CXIV

NEW YORK, NOVEMBER 10, 1928

No. 19

## MOTHERHOOD IN BONDAGE

**By Margaret Sanger**

**Author of "Happiness in Marriage"**

**T**O MARGARET SANGER during the last fifteen years thousands of American mothers, young and old, have confided their troubles and their tragedies. Out of these confessions Mrs. Sanger has constructed a book that is both startling and revealing.

Here is a volume that rivals "Mother India" in its power to stimulate discussion, for it is an exposure of the slavery of women in America. These true confessions of child mothers touch life at the quick. True, they read like fiction, but they are the stark, naked truth presented as evidence to indict an indifferent and heedless America.

WIRE YOUR ORDER—READY NOV. 12—PRICE \$3.00

**Publishers**

**BRENTANO'S**

**New York**

## One of the Biggest Christmas Sellers



A selection of the world's greatest poetry compiled by noted educators. Here are assembled old favorites that are read and recited and loved wherever English is spoken. Your customers will also find new friends in this most popular and authentic collection of the world's most famous poems.

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Heavy Paper Covers .....\$0.25  
Rich Blue Cloth ..... 1.00

### Bindings

Fine Kraft Leather (in holiday boxes) .....\$1.50  
Ooze Leather, Green or Brown ... 2.50

**For The  
Holidays**

The Kraft Leather Edition of "101 Famous Poems" (\$1.50) is boxed for the holidays in a gayly decorated gift box (no extra charge) and all orders—from now to Christmas—will be furnished in these boxes.

*More than 500,000 copies of "101 Famous Poems" have been sold by American book stores. We urge our customers to buy and display this book—in all bindings—for the holidays.*

As a further sales-spur for "101 Famous Poems" we have prepared an attractive poster—size 20 by 30 inches—displaying 67 half-tone portraits of the great poets represented in this priceless volume. Ask for this poster in sending your order.

**Yours For  
Asking**

*Profits to Dealers are Assured by  
Very Liberal Discounts*

New York

Reilly & Lee Co.

Chicago

*Although this Superb New Mystery Story by Valentine Williams was only published October 19, dealers all over the country have reacted instantaneously to it. Here are a few of their comments.*

# THE CROUCHING BEAST

## **NORFOLK**

"Great stuff . . . a bully book . . . a narrative filled with almost breathless excitement."

## **WICHITA**

"A mighty fine book and believe it will sell."

## **EVANSVILLE**

"Thrilling story, full of action."

## **CHICAGO**

"A winner."

## **ROCHESTER**

"The best of the Clubfoot stories."

## **LOS ANGELES**

"A real hair-raiser."

## **BOSTON**

"It should go big."

## **BUFFALO**

"Very exciting story."

## **SANTA BARBARA**

"It's a thriller, we are sure it will have a big sale."

## **NEW BEDFORD**

"One of the most exciting stories I have read for some time."

## **EL PASO**

"A book you read in one sitting."

## **CHICAGO**

"The best adventure story I have read in a long time."

## **LOUISVILLE**

"An unusually exciting story."

## **PROVIDENCE**

"Rattling good story."

## **KANSAS CITY**

"A corking good story, should sell well."

## **HAVERFORD**

"This is the best Valentine Williams yet. I enjoyed every page of it."

## **CLEVELAND**

"A very fascinating adventure story."

\$2.00

HOUGHTON MIFFLIN COMPANY



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*A great tribute to a great book*

---

KATHLEEN NORRIS

*writes of*

EGON CAESAR COUNT CORTI'S

Maximilian and Charlotte  
of Mexico

"Corti's *Maximilian and Charlotte of Mexico* is the book of a decade. It stands head and shoulders over any book I have seen in years. As history, as romance, as letters, as autobiography and as a stirring human document, I don't know what to compare to it! Of course it is only when something like a revolution gives such documents to the public that we can see royalty stripped of its dignity, stripped of decent coverings and excuses—and how thrilling it is. That poor bewildered well-intentioned royal bungler, the brother-bungler in Paris, the public as usual rapturously investing its hoarded money, and the two women playing at Queenship like two little girls with tablecloths around their waists—it is all too amazing, and the two fat volumes far too short. The whole period is there, and it's a period of which we have too little."

*We are not concealing this tribute from the world. In the press and by direct mail advertising we are broadcasting it to the public. Shortly you will feel the demand in your bookstore. Are you adequately stocked to meet it?*

*Maximilian and Charlotte of Mexico*      In two volumes, boxed, price \$12.50

Alfred · A · Knopf



730 Fifth Ave., N.Y.



By VARDIS FISHER

# Toilers Of The Hills

*enthusiastically recommended by  
five famous authors of similar books*

**JULIA PETERKIN, Author  
of BLACK APRIL**

"This amazing tale flows out as simply as breath, as naturally as the life filling the stubborn sage-brush and matted grass of those terrifying hills . . . full of poignant beauty and gayety."

**EDNA BRYNER, Author of  
ANDY BRANDT'S ARK**

"An authentic piece of American-folk literature, ranking high with the best of the European."

**CORNELIA JAMES CANNON,  
Author of RED RUST**

"It is a story of bitter struggle and suffering, with the golden thread of human affection running through it."

**MARISTAN CHAPMAN, Author  
of THE HAPPY MOUNTAIN**

"It is something brand new in love stories, a tremendous book which should not be read by the weak-minded. If Dock and Opal are not true lovers, then novelists will have to begin all over again."

**RAMSEY BENSON, Author  
of HILL COUNTRY**

"Dock Hunter becomes, by the magic of high artistry, a heroic figure. My sincerest congratulations to the author."

~ Houghton Mifflin Company ~

**The Romance of a Plain Man's Quest for Beauty.**  
**"A typical Locke tale," says the *New York Times*.**



# **JOSHUA'S VISION**

By WILLIAM J. LOCKE

Publication day, November 17

Price \$2.50

DODD, MEAD & COMPANY, 449 Fourth Avenue, New York

# from THE INNER SANCTUM of SIMON AND SCHUSTER

Publishers / / 37 West 57th Street / / New York



It is still too early to predict whether *The Technique of The Love Affair* is Going Over. As this is written the book has been published exactly one day. But we have had a few so-called Excursions and Alarums. Today a Hurry Call came from *The Grand Central Terminal Book Shop* to rush 15 more copies, that the first 10 were practically gone, and would we send 25 extra for the window?



Yesterday afternoon Your Correspondent called on Mr. PLACHT of *The Beacon Book Shop*. Had there been any calls for *The Technique*? None as yet. Y. C. asked him to put one of the ten copies in the window. This morning a reorder was received in the mail. Over the phone Mr. PLACHT said he had put a copy in the window, and almost all the copies were sold during the afternoon.



The Shipping Department is tracing a package of books referred to in this telegram which arrived November 1st from *The Long-jellow Square Bookshop* in Portland, Maine:

SIMON & SCHUSTER  
37 WEST 57TH ST NEW YORK N Y  
WAITED UP TILL NINE OCLOCK  
TONIGHT FOR OUR TEN COPIES OF  
TECHNIQUE OF THE LOVE AFFAIR  
STOP MUST HAVE THEM STOP DONT  
FAIL US STOP PORTLAND IS A NICE  
LITTLE CITY TO LIVE IN STOP  
EXPECT LARGE INCREASE IN  
LOCAL BIRTH RATE  
ERSKINE CALDWELL



From which at least one conclusion can be drawn: that the public is attracted to the title, *The Technique of The Love Affair*. Attracted enough to go into a book shop to buy a copy. The Big Sale will come if the public likes the book well enough to talk about it and persuade the public's friends to get in on it too. This being the second day of publication it is too early to report on this second phase. But more anon. Meanwhile, put one copy in the window and see what happens.



From time to time Your Correspondent has crowed and crabbed over the appearance of *Essandess* books. The Christmas edition copies of *Bambi* have just arrived, boxed, freshly jacketed. Without looking through March's *Thesaurus* for synonyms, let us just say, this new edition is beautiful. KURT WIESE (who illustrated *Bambi*) has drawn the design. NOTE TO THE TRADE: (as the Lares and Penates are wont to say) Please specify on reorders for *Bambi* whether the Christmas edition is desired. Ten thousand copies have been printed, and will be shipped as the orders come in. This edition

is far more expensive to manufacture than the original, and *The Inner Sanctum* does not guarantee to print more. But the price remains the same for both editions: \$2.50.



Cynics may wonder why we are willing to increase the manufacturing cost of *Bambi* by 25% and not raise the retail price. Well, we believe we can sell enough extra copies to justify the expense, and *The Inner Sanctum*, as has been vaguely hinted at in these columns from time to time, rather likes the book, and wants to do everything possible for it.



*The Inner Sanctum* is preparing a large advertising schedule for *Bambi* to run in *The Sunday Times Literary Review*. Half pages and full pages. *Bambi* has been averaging 1100 copies a week for the past six weeks. Possibly we can double this average.



*Departure* has now been published one week. Up to now not a review has appeared. But a reorder of 100 copies (after an initial 250 buy) reared its handsome head on Friday. Meanwhile booksellers and book reviewers have a treat in store for them.



*The Inner Sanctum* has been quoting figures at times showing how well the *Cross Word Puzzle Books* continue. Here's a letter received this morning showing *The Consumer's Side of the Picture*:

"I have all the puzzle books—and have done them all with the exception of *Diagramless No. 4* in the sixth series, in which while I got as I thought most of the words, I could not fit them together—and the impossible *No. 388* in the eighth series. I have been doing *Cross Word Puzzles* since they first appeared in the *New York World Magazine Section* a good many years ago—when I was just a bride.

Yours truly,

Mrs. C. E."



Well, well, well. Perhaps Your Correspondent will win a bet at that. Representing the Sales Department, Y. C. predicted optimistically that *The First Hundred Million* by HALDEMAN-JULIUS would sell enough copies to pay the cost of manufacturing. He was downed by several of the S. & S. Editorial Staff and by 9 out of 10 booksellers. To date the sale is 734 copies. An editorial about the book appeared Friday in *The New York Times*. And the reorders (from those booksellers who Did the Big Thing when the Samples were Carted Around) are commencing to roll in. About 966 copies more and the title will be out of the red.

—ESSANDESS.





## LYLE SAXON

THERE is no other American writer better fitted than Lyle Saxon, the "New Chronicler of the South," to bring out the strange, vivid and often grotesque and fearful aspects of the history of America's Mystery City—fabulous New Orleans. In his own inimitable manner, he has written a gorgeous story of carnivals and mysterious quadroon balls, of duels growing out of the applause for singers at the French Opera, of snake-worshipping, slave-torturing, and terrifying voodoo ceremonies. This book will fascinate everyone who loves to read of the strange, the mysterious, and the glamorous things in American history.

# FABULOUS NEW ORLEANS

Illustrated by E. H. SUYDAM

Because it is such a rich and sumptuous volume, in its appearance as well as in its contents, FABULOUS NEW ORLEANS will be the ideal gift book for the Christmas season. It contains thirty-two full page illustrations by E. H. Suydam and many more pen and ink sketches, by the same artist, as chapter headings and decorative pieces. *Display it on your Gift Table!*


NOW READY \$5.00


THE CENTURY CO.





## E.P.DUTTON & CO. INC. 300 FOURTH AVE. N.Y.C.

### *From the Lares and Penates*

 Good news and bad—in the past three weeks we have had three of our most important books ruined in manufacturing. In not a single instance was the fault ours, and in each instance the book was printed by a different concern, and in each instance a reliable concern. This has caused us a considerable loss and the delays have been most troublesome and inconvenient to ourselves and the trade. These have all been rectified now with the exception of our latest catastrophe and things are running smoothly again.

 The latest catastrophe! In binding the limited edition of *THE HOUSE AT POOH CORNER*, the binders cut down the limitation pages and ruined this edition. The limitation pages had to be printed over and we have had to send them all the way to England to have them signed again by Mr. Milne and Mr. Shepard. The limited edition of this book will therefore not be ready for distribution until the first week in December. If you ordered your copy in time, it will be delivered to you as soon as it is ready. The binders of this book very seldom make mistakes, and ask that we both be lenient.

 The reprinted editions of *THE BALLAD OF READING GAOL* and *THE NIGHT BEFORE CHRISTMAS* are now so much better than we had even hoped, that we will both be somewhat compensated for the delay.

 *THE REBEL GENERATION* which was to have been published early in November and which came to us so highly recommended by Hendrik Van Loon and Edward Garnett of London, has been selected by the Book League of America as their January book of the month to be released about the middle of December. This book, therefore, will be the last big book to be published during the Fall season. It will be just the book for your customers who want the latest thing just before Christmas.



Dorothy Parker has taken her annual fling at A. A. Milne and William Lyon Phelps in "The New Yorker." This year she was disturbed by Pooh's poetry and took a shot at our favorite tiddely-pom hum. When Piglet said "Tiddely What?" and Pooh answered "Pom. I put that in to make it more hummy." Dorothy couldn't stand it any longer. "And it was that word 'hummy' my darlings," she says, "That marks the first place in *THE HOUSE AT POOH CORNER* at which Tconstant Weader Fwowed up." Well, since we ought to say something all we can think of right now is "Let 'er Fwow!" *THE HOUSE AT POOH CORNER* is now in its 51st edition, ten days after publication, and will go into many more. All of which, we suppose, will make Pooh hum a still more hummy hum when he gets his next royalty statement. As for *LOVE*, which Miss Parker calls "a Good Hum such as is Hummed Hopefully to Others," all we have to say is that if it hums along as well as *HAPPINESS* we hope to have another such Hum for Dorothy to razz again next year.



The day *THE HOUSE AT POOH CORNER* was published Baker & Taylor put it third on their best seller list and announced that with a few days sale it would have been in first place. Reports coming in from all sides show that the majority of book stores found it a best seller in its first week of publication.



"The Xmas - Marks - The - Spot Daily News Bulletin, published by the Atlantic Monthly to Get Books out of the Shops by Xmas," (we certainly hope they succeed because we have some real surprises for January 1st which will require an extra amount of shelf-room) also reports this book as a best seller in each issue we have seen.



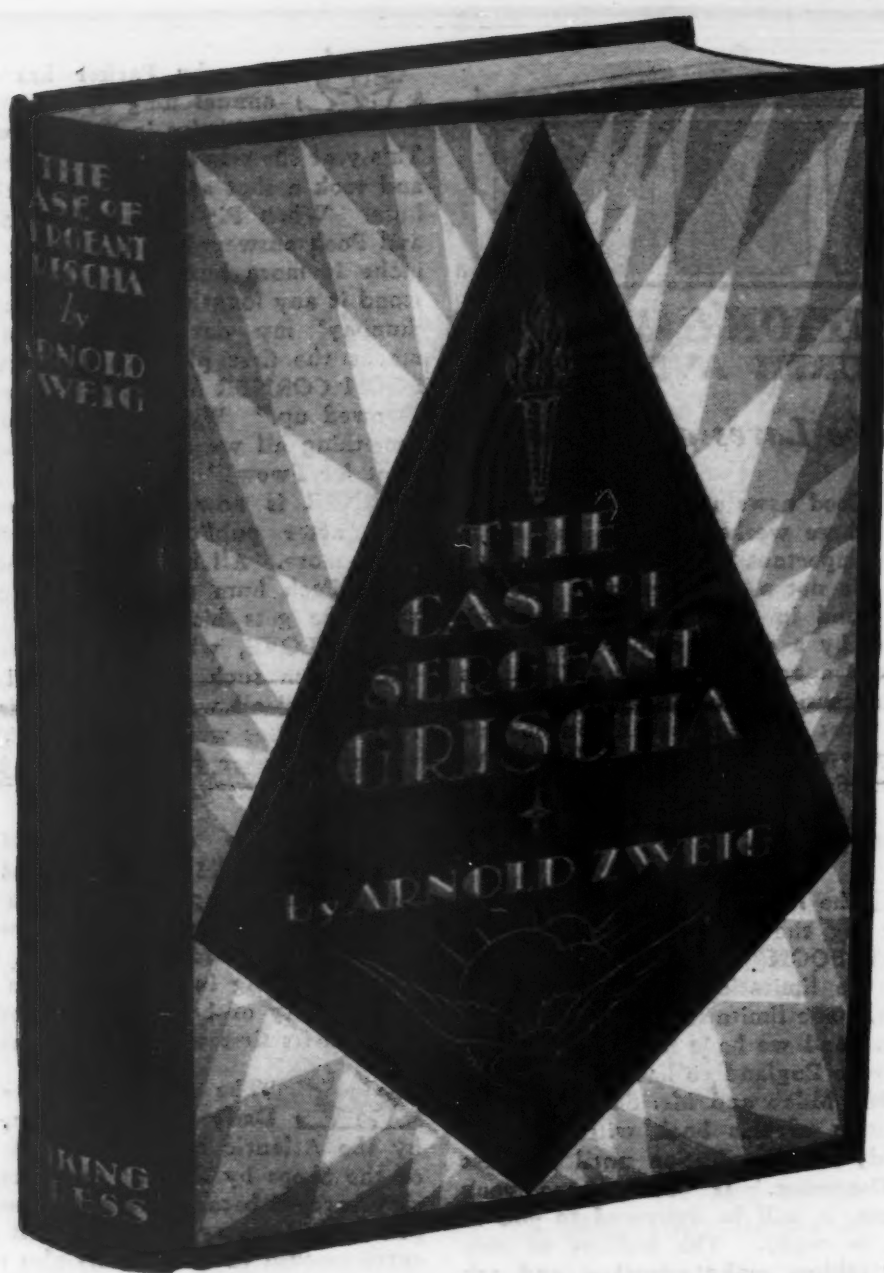
Dorothy Gordon's new book *SING IT YOURSELF*, which is to be issued November 12th, is our most important book for boys and girls this Fall (leaving out of course Mr. Milne's book, Mr. Mukerji's book and "The Night Before Christmas"). Her book has the enthusiastic endorsement of many educators and such organizations as The Child Study Association, United Parents Association, etc.



Our best selling books at this time are *THE HOUSE AT POOH CORNER*, *PIGSTIES WITH SPIRES*, *LOVE*, *THE BALLAD OF READING GAOL*, *MY STUDIO WINDOW*, *FAVORITE JOKES OF FAMOUS PEOPLE*, *THE AMERICAN OMEN*, *THE CORPSE ON THE BRIDGE*, *NAPOLEON THE MAN*, *SLAVES OF THE SUN*, *GHOND THE HUNTER*.

1960

*The Publishers' Weekly*



FIRST EDITION - 65,000

# **THE CASE OF SERGEANT GRISCHA**

by ARNOLD ZWEIG

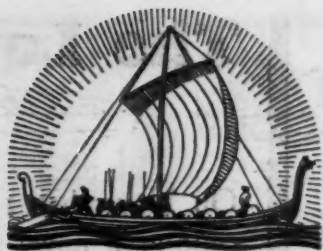
*To be published December 1st. \$2.50*

30 Ivingl Place

**THE VIKING PRESS**

New York City





## The big holiday novel of 1928

*A brand new book for the Christmas trade . . . a great and stirring novel . . . a first edition of 65,000 . . . an advertising campaign that will sweep the country (see below) . . . an advance sale greater than any book we have ever published.*

# THE CASE OF SERGEANT GRISCHA

by ARNOLD ZWEIG

When *Grischa* came out in Germany critics hailed it as a masterpiece. Lion Feuchtwanger, author of *Power*, calls it "the first great novel yet written anywhere about the war"; Hendrik Van Loon writes us that it is "the finest book I have read in many and many a moon"; Christopher Morley predicts that it will certainly be one of the most powerful books of the year; and Arthur Schnitzler says, "Of all the novels of recent years there is none that affected me so profoundly."

There will be full pages in *The New York Times*, *The Herald Tribune*, a double spread in *The Saturday Review*, and the dominating position of a four-page color insert in the leading national magazines. Advertising in other mediums will continue right up to Christmas.

Rush your order in now and make it the largest you've ever given us.

*Order enough to last you over the holidays. \$2.50*

# How to make your Christmas bonus for extra book sales bigger

**Sell a novel  
that will ap-  
peal to 95%  
of your own  
customers**

**THEY'LL COME  
BACK FOR  
MORE**

## The Low-Down for You

On November 15th you will put out on your counter a novel that looks as popular as Santa Claus at a Christmas party. . . . It's a "father-and-daughter" novel that will make a lot of fathers and daughters—and mothers too, choke down a lump in their throats when they read it. . . . One of the leading characters is Abraham Lincoln when he was a struggling Illinois lawyer. . . . It won the \$25,000 prize in the novel competition held by The John Day Company and the Woman's Home Companion. . . . It has a title you can't forget—**THE FATHER**, by Katharine Holland Brown.

## The Sales Talk for Your Customers

If you liked "Sorrell and Son" you'll like **THE FATHER** and **THE FATHER** stresses the girl's side of it. . . . Here is the big prize novel of the fall. It won a \$25,000 prize in a competition held by the publishers and the Woman's Home Companion. . . . Abraham Lincoln is the best friend of the heroine in **THE FATHER**. . . . It's sweet, clean, full of pathos and drama—you'll love it—so will your aunts, cousins, sisters, uncles, brothers and friends. . . . A book for a Christmas present? Try **THE FATHER**. It's sure to please. . . . N. B. *If your own experience shows you any other particularly good selling lines on **THE FATHER**, we certainly would appreciate your letting us know.* We shall be glad to send a complimentary copy of the novel on request to any retail salesperson to read. We hope **THE FATHER** puts your Christmas sales higher than ever before.

**The John Day Company**

386 Fourth Avenue

New York



## Two November Children's Books

Two of our most beautiful fall gift books have been held up in the manufacture. We have held out against all pressure of delivery, and they are coming through at last, just as the artists planned them. The delay is most unfortunate. According to all publicity and advance orders, however, there is a large audience ready for both of them. Do not miss them for your Christmas displays. Both are titles that will live long as outstanding and unusual in their field.

### The White Cat

By Countess D'Aulnoy

Illustrated by Elizabeth MacKinstry. Arranged by Rachel Field

French fairy tales bound in French blue with yellow cloth back and pink paste-on. With eight full page color illustrations and many black and white.

Probably November 19th. \$3.50.

### The Picture Book of Flying By Frank Dobias

A second volume in the new Macmillan big picture book series, sixty-four pages, half of them in five colors.

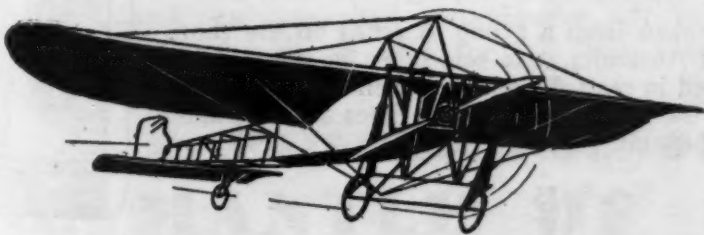
November 6th. \$2.00

## THE MACMILLAN CO.

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# ABINGDON BOOKS



## ONCE AT CHRISTMAS

By Harold Speakman

In the dignified phrasing of an ancient day here is told "the tale of how one came from afar at Christmas-tide, but found not at once that for which he sought." The soldier, returning from the Holy War, came to his old home and thought that the joy of reunion with his sister Mellicent was to be his. But it turned out otherwise, and it was a long and wearisome journey that he was compelled to endure before his loving quest was fulfilled.

Illustrations in color by the author. Net, \$1.00

## THE DREAM HILLS OF HAPPY COUNTRY

By Ethel and Frank Owen

Happy Country—where and what is it? Childhood! The "place of laughter, of soft music and lovely songs, of fragrant flowers and little dreams." And how we instinctively and yearningly turn back to that happy country when we have become weary of the Long Road of the Years and Burden-Bearing! Well, here are stories that will help to bring it all back again. Stories for the children to read for and to themselves; and for those who are full of years to read for themselves also, so that the happiness of the Country of Childhood may flow over them like a flood of gladness.

Illustrations in color and black and white. Net, \$1.50



## BABY HIPPO'S JUNGLE JOURNEY

By Frances Joyce Farnsworth



It was a wonderful world that opened up before the astonished eyes of Baby Hippo as he peered through the thick growth along the river's edge in the jungle. And as he went forth, urged by his curiosity, the wonder of it all grew and grew. He had many thrilling experiences that day when he ran away; and he was glad enough to get back home to his mother. But there are other very interesting animals in this group of delightful stories that will charm the children to whom they may be read.

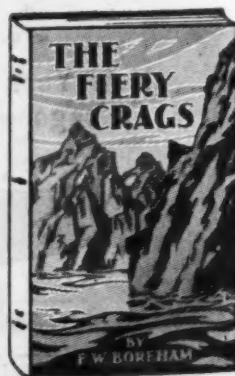
Illustrated. Net, \$1.00.

## THE FIERY CRAGS

By F. W. Boreham

The title of this book is taken from a group of rocks on the shore of Dr. Boreham's beloved Australia. He sets down in this volume some "impressions gathered in restful moments when life's common-places were illumined by the radiance that sometimes streams upon this world from worlds beyond."

Net, \$1.75



## THE ABINGDON PRESS

NEW YORK CINCINNATI CHICAGO BOSTON DETROIT  
PITTSBURGH KANSAS CITY SAN FRANCISCO PORTLAND, ORE.

**COMPLETE IN ONE HUGE VOLUME**  
**The PLAYS of FERENC MOLNÁR**

**Foreword by DAVID BELASCO**

Since the tremendous success of "Liliom", Ferenc Molnár has rapidly become one of the most important of living dramatists. His successful plays, when issued in book form, have been successful too. "Liliom", "The Swan", "The Guardsman", all have had good sales. Now all of these plays are gathered in one volume along with a dozen other Molnár plays which had never before been translated. Two new plays, "Olympia" and "Mima", are included. There are twenty plays altogether, gathered in one tremendous volume of more than a thousand pages. Published December 1 for \$5. Everyone interested in the drama is a prospect for this bargain book.

There is also a limited edition of 385 copies, signed by Molnár himself, printed on rag paper and bound in leather, which will sell for \$12. Half of this limited edition is already subscribed.

**HOW MANY SALES WILL YOU MISS IF  
YOU DON'T RECOMMEND THIS BOOK?**

**TWO IMPORTANT BOOKS**

**HOW MANY SALES WILL YOU MISS IF  
YOU DON'T RECOMMEND THIS BOOK?**

Have you been selling "The Outline of History", "The Stream of History", "The Rise of American Civilization"? If so, you've been selling these books to customers who want solid meat when they buy books. And here is a book they will thank you for. Here is history with a kick to it. Friedrich Gundolf, a noted German writer, traces the influence of Julius Caesar upon the history of the world. The magic of his name and of his personality has lured Friedrich Barbarossa, Justinian, Napoleon, to lay claim to his mantle. They emulated him, they imitated him. And so Julius Caesar did not die; he is not dead. A mighty theme, handled with a beautiful and easy-to-read detachment. It is printed and bound beautifully, to sell for \$5. The translation is by Professor Jacob Wittmer Hartmann.

**By FRIEDRICH GUNDOLF**

**THE MANTLE OF CAESAR**

**A BOOK FOR YOUR BETTER CUSTOMERS**

**MACY-MASIUS**



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## "It is a Matter of Pride"

—as well as of good merchandising," says one of the cleverest booksellers in the land, "on the part of every sales person in our department to steer every customer around to our NOVELS OF DISTINCTION table to examine the handsome bindings and the remarkable selection of titles which comprise this line. We have done wonderfully well with these books all through the year and expect to break some records at Holiday time."

*Here are some titles among N/D  
with which you will do especially  
well during the Christmas Season:*

The White Monkey.....	John Galsworthy
Dusty Answer.....	Rosamond Lehmann
The Man Nobody Knows.....	Bruce Barton
The Book Nobody Knows.....	Bruce Barton
The Private Life of Helen of Troy.....	John Erskine
Galahad .....	John Erskine
The Green Bay Tree.....	Louis Bromfield
Possession .....	Louis Bromfield
The Old Wives' Tale.....	Arnold Bennett
Fortitude .....	Hugh Walpole
Porgy.....	Du Bose Heyward
The Perennial Bachelor.....	Anne Parrish
Growth of the Soil.....	Knut Hamsun
Maria Chapdelaine.....	Louis Hemon
The Hounds of Spring.....	Sylvia Thompson
The Cathedral.....	Hugh Walpole
The Duchess of Wrexham.....	Hugh Walpole

**THE GREATEST VALUE FOR \$1.00  
EVER OFFERED IN BOOKS**

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# THE SET-UP

BY

**JOSEPH MONCURE MARCH**

**AUTHOR OF "THE WILD PARTY"**



*Harry Hansen in the New York World said:*

"Joseph Margolies of Brentano's reports that THE SET-UP is selling well and looks like a big item by Christmas. It will make an ideal Christmas gift — but not for Aunt Phoebe".

*The Atlantic Monthly's, "The-Xmas-Marks-the-Spot News Bulletin," said:*

"Prediction is freely made that THE SET-UP will be the big Christmas seller".

*And We Simply Quote Figures -*

Limited Edition . . . . .	over-subscribed
First Printing . . . . .	over-subscribed
Second Printing . . . . .	completely sold

*(These three editions were published on Monday, Oct. 29th)*

Third Printing *(ordered Oct. 29th)* completely sold

Fourth Printing *(ordered Oct. 31st)* Ready Nov. 7th

**\$2.00**

COVICI-FRIEDE — 79 W. 45th St. — NEW YORK

# Bennett Book and Binding Co.

240 West 23rd Street, New York City

ADALOGUE No. 1 (Nov. 10, 1928)

SAYS THE CLERK: And how about gift books?

SAYS THE BUYER: Of course—but I'm so tired of that same old list of English titles in the same old bindings. Why don't book stores ever get anything different?

CLERK: That's just what I hoped you'd say. This year we have the very finest selection of standard and period bound books—but we also have a *long list of modernist novelties*. You can't resist them! Sensational books in "ultra" bindings with colored plates; whole sets bound modernist style in levants and moroccos; a *whole shelf of inexpensive up-to-date first editions by popular current writers bound in the most extraordinary designs; and one book that's both a classic and a novelty*.

BUYER: Great! Let me see it!

CLERK: Certainly. Here it is:

## Will Shakespeare His Amatory Poems

Printed on the finest Holland paper in genuine Baskerville type; illustrated with the most beautiful reproductions of paintings by Rubens, Raphael, Guido and Palma and with the Chandos portrait; containing the entire text of The Sonnets, Venus and Adonis, The Rape of Lucrece and The Passionate Pilgrim . . . the first time in many years that a fine individual volume has been printed with just these poems for text.

BUYER: (examining book) That's a volume of Shakespeare I believe I might read . . . and it *is* beautiful! I knew the names of all those poems but I didn't know they were all by Shakespeare. He must have been more modern than we think!

CLERK: And how!

BUYER: How many forms of the book are there, and what are the prices?

CLERK: The standard de luxe in this lovely silk and French paper is only \$12.00. The handmade paper, large size, in  $\frac{3}{4}$  Levant is only \$25; and the same book in full morocco, only \$35.00. In leather you can have either the beautiful gift bindings or conservative calf. And the entire issue, cloth and leather, is limited to only 1000 copies! How many shall I charge to your account?

Beautiful Retail Circulars for "Will Shakespeare—His Amatory Poems" free in any reasonable quantity to all established dealers.

November 10, 1928

1969

November 10th, 1928.

To Publishers:

I have severed my connection as Secretary of the Reilly and Lee Company, and shall be very glad to hear from any Publisher who may be contemplating changes in his staff, or looking forward to a permanent Chicago representative, or Publishers desiring their lines carried on commission in the Middle West or on the Coast.

My long and varied experience in bookselling includes eighteen years in the retail, fourteen of these as salesman, manager, and book buyer for the J.K. Gill Company of Portland. I have also had three year's experience as traveling salesman on the Coast for Reilly and Lee, and practically a year's intensive experience in the sales promotion and publishing end.

I will be in New York from November 12th to 24th and can be reached care the Publishers' Weekly, or at 1157 Farwell Ave., Chicago.

JOHN T. HOTCHKISS



# LYTTON STRACHEY'S

(Pronounced S-t-r-a-y—c-h-e-e)

## QUEEN VICTORIA

1921

First Printing ..... May 19  
Second " ..... June 3

Publication June 7

Third Printing ..... June 22  
Fourth " ..... Aug. 4  
Fifth " ..... Sept. 20  
Sixth " ..... Sept. 29  
Seventh " ..... Nov. 20  
Eighth " ..... Dec. 13

1922

Ninth Printing ..... May 11  
Tenth " ..... July 1  
Eleventh " ..... Sept. 30  
Twelfth " ..... Nov. 13

1924

Thirteenth Printing ... Nov. 7

1925

Fourteenth Printing ... Mar. 10  
Fifteenth " ..... Dec. 8

1926

Sixteenth Printing ..... Mar. 31

1928

Seventeenth Printing ... Jan. 20  
Eighteenth " ..... July 19

## ELIZABETH AND ESSEX



A noble book which will eventually be read by everyone for its brilliance, its scholarship, and its humanity, will be published December 1, 1928, at \$3.75.

Again we approach a non-fiction holiday season. "Elizabeth and Essex," brand new on December 1st, will color the whole holiday trade as the great gift book of the year.

**Harcourt, Brace and Company**  
383 MADISON AVENUE  
NEW YORK

# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, NOVEMBER 10, 1928

## A Piggly-Wiggly Bookshop for Christmas

*A Plan for Letting the Crowds Handle Themselves*

Frances Goetzmann

I WONDER if there is a bookseller in existence who has not, at sometime during the Christmas rush, taken time from the selling to swear at the inadequacy of one bookshop and a few weary clerks to satisfy temperamental Christmas customers. I also wonder if there is any customer who has not also sworn, perhaps not so silently at the kind of help he was getting. My swearing, which has been done as a clerk gave me the single desire to push all these customers into one line, herd them around a semicircle and let them help themselves. Perhaps a sort of Piggly-Wiggly arrangement. And a certain amount of thinking about it convinced me that it was not such a bad idea. That any shop could turn itself, overnight into a Piggly-Wiggly shop is, of course, quite out of the question; but that same solution to the difficulties the Christmas rush presents might be found in adaptations of this self-help principle seems very possible.

The booksellers' problems at Christmas, we all know, but they might be emphasized again. Three are outstanding: the added stock, the new clerks, and the increased number of customers. Additional stock is apt to make the shop look messy, the shelves and tables overcrowded and the clerks confused in the difficulty of finding the duplicate copies, a combination of problems which only the ingenuity of the manager can handle. A Piggly-Wiggly ar-

rangement would serve to classify the books, and keep them in a certain order, but each manager must, of course, plan for keeping readily available all the stock on hand.

Christmas clerks are one of the very important causes of the mishandling of the Christmas customers. They are called in only for the emergency of those two months, and are often justifiably incompetent. It is asking a great deal of any human being to expect him to enter a shop, learn immediately where every book is, and the sales talk which should go with it. Sales talk, cannot be learned inside of a month; worth-while information, if it can be absorbed at all, can only come from actual bookselling from waiting on all kinds of customers, and from contact with the whims of a book-buying public. The temporary clerk is apt to be confused by questions and demands, and in the end, generally interrupts one of the regular clerks to find out where or what a book is.

Again, the increased number of customers is a problem which the manager must cope with on some definite working basis. He can estimate the number of people who bought in his shop the preceding year, but this will not necessarily prepare him for the number he will have this year. Since Christmas brings into a bookshop customers who rarely buy a book at any other time, it would clearly be impossible to

gauge their numbers. In a bookshop which has a popular standing in a community, it is safe to say that there will be increased pressure each year.

There ought to be a partial solution to these three problems in encouraging the customers to wait on themselves. But making customers wait on themselves is not easy to accomplish. Those customers would rather stand impatiently, fingering their lists and catching at passing clerks with the question: "Are you free?" than to go about, from table to table, selecting their books. At the same time, the customer who comes into a bookshop only at this season must have something to guide his selection. A successful campaign for making customers wait on themselves must, then, have some novelty about it which will persuade people to pick out their own books, and some classification which will make that selection easy for them.

Because the idea of a Piggly-Wiggly bookshop has never been tried (or if it has been, I know nothing about it) it would carry with it a sort of novelty which in itself would attract customers. If it were advertised, both in the newspaper and on display cards in the windows, the curiosity of Christmas shoppers would be assured. And once customers have come in to see a Piggly-Wiggly shop, the classifications must be made both simple, clever, and really helpful.

Classifications of Christmas books have been made innumerable times, sometimes successfully, and sometimes fruitlessly. The type of classification which reads Children from Two to Four, or Books of Travel cannot be relied upon to induce anyone to act upon them. The classifications must be made useful to that person who has a long Christmas list of uncles and aunts and nephews and nieces, whose ages are certain, but whose inclinations are not.

The obvious objection to the idea of a Piggly-Wiggly bookshop is that few book stores are adapted to the customary Piggly-Wiggly pattern, with the turn-stile entrances and exits, and all the merchandise set out onto tables in a U-shaped semi-circle. And very few of them are; perhaps only the branch store, opened only for the Christmas season, could be turned over altogether to this arrangement. But in almost any good sized shop, room could be made, in the back of the store, or in an alcove, or on a balcony for this display of the new books, in a cafeteria style. The turnstiles are not a necessary formality, nor are the baskets, but the customer could go about the circle, picking up his books as he went, and a cashier and wrapper could be placed at the end of the circular line to check off the purchases. One or two clerks could be behind the tables, to keep the books in some order.

In the lists which follow, both the books and the headings are of course, only suggestions. It will be understood, I trust, that these lists cannot be considered as fixed and final, the classifications can all be changed and added to as newer books come out. I have omitted the names of detective stories, but they could form another important classification. And the whole plan could be applied to books which could be subdivided and classified.

There are many other explanations I would like to make, about these lists which follow, and about the titles as well. Certain things puzzled me, such as the amazing length of the list *For the Intelligentsia*; I should not have expected that this list would include more than any other. Whatever the reason, the high grade of books which are being published this fall, or the low mentality of our intelligencia, an article on a Piggly-Wiggly bookshop for Christmas, is no place for it.

#### FOR THE TIRED BUSINESS MAN

- "BEAU IDEAL," by P. C. Wren. *Stokes*. \$2.00  
 "INSTRUMENT OF DESTINY," by J. D. Beresford. *Bobbs*. \$2.00  
 "GUYFFORD OF WEARE," by Jeffrey Farnol. *Little, Brown*. \$2.50  
 "BLADES," by George Barr McCutcheon. *Dodd Mead*. \$2.00  
 "TWO BLACK CROWS IN THE A. E. F.," by Charles Mack. *Bobbs*. \$2.00  
 "ROAMIN' IN THE GLOAMIN'," by Harry Lauder. *Lippincott*. \$3.50  
 "HOUNDS OF GOD," by Rafael Sabatini. *Houghton Mifflin*. \$2.50  
 Detective and mystery stories.





*In a Piggly-Wiggly Bookshop the customer selects his own books, pays for them and has them wrapped*

### FOR THE NOT-SO-TIRED BUSINESS MAN

- "BENEATH TROPIC SEAS," by William Beebe. *Putnams*. \$3.50
- "AMERICAN EXPERIMENT," by Bernard Fay. *Harcourt*. \$3.00
- "JUBILEE JIM," by Robert H. Fuller. *Macmillan*. \$5.00
- "HUNGER FIGHTERS," by Paul DeKruif. *Harcourt*. \$3.00
- "JEFFERSON, FRIEND OF FRANCE," by Meade Minnigerode. *Putnams*. \$5.00
- "AMERICAN BACKLOGS," by Mrs. Theo. Roosevelt, Sr. and Kermit Roosevelt. *Scribners*. \$5.00
- "THIS SIDE IDOLATRY," by C. E. Bechhofer Roberts. *Bobbs*. \$2.50
- "THE REIGN OF THE HOUSE OF ROTHSCHILD," by Count Corti. *Cosmopolitan*. \$5.00

### FOR THE FRIEND WITH UNKNOWN TASTES

- "CHRISTMAS BOOK," by D. B. Wyndham Lewis. *Dutton*. \$3.00
- "BOOKS THAT CHANGE THE WORLD," by Hilaire Belloc. *Harpers*. \$2.00
- "DAVID COPPERFIELD, OR TWENTY THOUSAND LEAGUES UNDER THE SEA," by Robert Benchley. *Holt*. \$2.50
- "BEST PLAYS OF 1927-28," by Burns Mantle. *Dodd Mead*. \$3.00
- "BEST POEMS OF 1928," by Thomas Moulton. *Harcourt*. \$2.50
- "BEST SHORT STORIES OF 1928," by E. J. O'Brien. *Dodd Mead*. \$2.50
- "LOVE," by William Lyon Phelps. *Dutton*. \$1.00
- "BOOK OF STORIES," by Ring Lardner. *Scribners*. \$2.00
- "MEMORIES AND REFLECTIONS," by the Earl of Oxford and Asquith. *Little, Brown*. \$10.00

## FOR YOUR MOTHER

- "HOME," by Kathleen Norris. *Dutton*. \$1.00  
 "TROUPERS OF THE GOLD COAST," by Constance Rourke. *Harcourt*. \$3.50  
 "DESTINY BAY," by Donn Byrne. *Little, Brown*. \$2.50  
 "SUSAN B. ANTHONY," by Rheta Childe Dorr. *Stokes*. \$5.00  
 "ALL ABOUT ME," by John Drinkwater. *Houghton Mifflin*. \$2.00  
 "EXPIATION," by "Elizabeth." *Doubleday, Doran*. \$2.50  
 "MEMORIES OF A SCULPTOR'S WIFE," by Mrs. Daniel Chester French. *Houghton Mifflin*. \$5.00  
 "PERIOD FURNITURE HANDBOOK," by Mr. and Mrs. Glen Gould. *Dodd Mead*. \$2.00  
 "SCHUMANN-HEINK: THE LAST OF THE TITANS," by Mary Lawton. *Macmillan*. \$5.00  
 "THE WORLD I SAW," by Ann Shannon Monroe. *Doubleday, Doran*. \$2.50  
 "WITH MALICE TOWARD NONE," by Honoré Willsie Morrow. *Morrow*. \$2.50  
 "KEEPING OFF THE SHELF," by Mrs. Thomas Whiffen. *Dutton*. \$5.00

## FOR YOUR FATHER

- "BENEATH TROPIC SEAS," by William Beebe. *Putnams*. \$3.50  
 "MY AUTOBIOGRAPHY," by Benito Mussolini. *Scribners*. \$5.00  
 "AFTERMATH," by William Churchill. *Scribners*. \$5.00  
 "FIVE DEANS," by Sydney Dark. *Harcourt*. \$2.50  
 "FRINGE OF THE MOSLEM WORLD," by Harry A. Franck. *Century*. \$4.00  
 "KING AKHNATON," by Simeon Strunsky. *Longmans*. \$2.50  
 "JUBILEE JIM," by Robert H. Fuller. *Macmillan*. \$5.00  
 "RASPUTIN," by René Fülöp-Miller. *Viking Press*. \$5.00  
 "STORY OF GILBERT & SULLIVAN," by Isaac Goldberg. *Simon & Schuster*. \$5.00  
 "LABRADOR LOOKS AT THE ORIENT," by William Grenfell. *Houghton Mifflin*. \$5.00  
 "TALES OF FRESH WATER FISHING," by Zane Grey. *Harpers*. \$6.00  
 "BOOK OF WORDS," by Rudyard Kipling. *Doubleday, Doran*. \$3.00  
 "PILGRIMS OF ADVERSITY," by William McFee. *Doubleday, Doran*. \$2.50  
 "ALEXANDER GRAHAM BELL," by Catherine Mackenzie. *Houghton Mifflin*. \$5.00  
 "JEFFERSON, FRIEND OF FRANCE," by Meade Minnigerode. *Putnams*. \$5.00  
 "CHRONICLES OF A COUNTRYMAN," by Walter A. Dyer. *Ives Washburn*. \$3.00

## FOR THE CURIOUS FRIEND

- "CONFUSION OF TONGUES," by Chas. W. Ferguson. *Doubleday, Doran*. \$3.50  
 "ART OF THINKING," by Ernest Dimnet. *Simon & Schuster*. \$3.50  
 "UNFATHOMED JAPAN," by Harold W. Foght & Alice R. Foght. *Macmillan*. \$5.00  
 "MODERN CONCEPTIONS OF ELECTRICITY," by Chas. R. Gibson. *Lippincott*. \$5.00  
 "ANIMAL BIOLOGY," by J. B. S. Haldane & Julian Huxley. *Oxford Press*. \$3.75  
 "WHAT IS WRONG WITH MARRIAGE," by G. V. Hamilton & Kenneth Magowan. *Boni*. \$3.00  
 "COMING OF AGE IN SAMOA," by Margaret Mead. *Morrow*. \$3.00  
 "ROMANCE OF THE ROTHSCHILDS," by Marcus Eli Ravage. *Dial*. \$5.00  
 "NEW RUSSIA," by Dorothy Thompson. *Holt*. \$3.00  
 "USEFUL KNOWLEDGE," by Gertrude Stein. *Payson*. \$5.00



## FOR THE SWEET YOUNG GIRL



"BUT ONCE A YEAR," by Eleanor Howell Abbott. *Appleton*. \$2.00

"LANTERN IN HER HAND," by Bess Streeter Aldrich. *Appleton*. \$2.00

"CHILDREN OF THE RIVER," by Harrison Dickson. *Sears*. \$2.00

"AT THE SOUTH GATE," by Grace S. Richmond. *Doubleday, Doran*. \$2.00

"BLUE RUIN," by Grace Livingston Hill. *Lippincott*. \$2.00

"HARNESS," by A. Hamilton Gibbs. *Little, Brown*. \$2.50

"SILVER SLIPPERS," by Temple Bailey. *Penn Publishing Co.* \$2.00

## FOR THE CASUAL FRIEND

"LILY CHRISTINE," by Michael Arlen. *Doubleday, Doran*. \$2.50

"JEALOUS GODS," by Gertrude Atherton. *Liveright*. \$2.50

"EMPRESS OF HEARTS," by E. Barrington. *Dodd Mead*. \$2.50

"FEATHERED NEST," by Margaret Leech. *Liveright*. \$2.50

"ADVENTURES OF AN AFRICAN SLAVER," by Capt. Canot. *Boni*. \$4.00

"FABULOUS NEW ORLEANS," by Lyle Saxon. *Century*. \$5.00

"HELP YOURSELF!" by Doris Webster and M. A. Hopkins. *Century*. \$1.00

"TAMERLANE," by Harold Lamb. *McBride*. \$4.00

"PORTAGE, WISCONSIN," by Zona Gale. *Knopf*. \$2.50

"BACK TRAILERS OF THE MIDDLE BORDER," by Hamlin Garland. *Macmillan*. \$2.50

## FOR THE INTELLIGENTSIA

"CIVILIZATION," by Clive Bell. *Harcourt, Brace*. \$2.50

"PERSIAN PICTURES," by Gertrude Bell. *Liveright*. \$3.00

"MARTHE AND THE MADMAN," by Jean de Bosschere. *Covici Friede*. \$3.00

"CASPAR HAUSER," by Jacob Wassermann. *Liveright*. \$3.00

"VASCO," by Marc Chadbourne. *Harcourt, Brace*. \$2.50

"GIANT KILLER," by Elmer Davis. *John Day*. \$2.50

"GALLERY OF WOMEN," by Theodore Dreiser. *Liveright*. \$5.00

"PERFECTLY SCANDALOUS," by William Gerhardi. *Duffield*. \$1.25

"LITTLE LESS THAN GODS," by Ford Madox Ford. *Viking*. \$2.50

"JESUS, SON OF MAN," by Kahel Gibran. *Knopf*. \$3.50

"BONNET & SHAWL," by Philip Guedalla. *Putnam*. \$3.50

"HEDYLUS," by H. D. *Houghton Mifflin*. \$4.50

"POINT COUNTER POINT," by Aldous Huxley. *Doubleday, Doran*. \$2.50

"HOGARTH ESSAYS," edited by Virginia and Leonard Woolf. *Doubleday, Doran*. \$3.00

"GOODBYE WISCONSIN," by Glenway Wescott. *Harpers*. \$2.50





- "CREATIVE UNDERSTANDING," by Count Keyserling. *Harpers*. \$5.00  
 "FRANÇOIS VILLON," by D. B. Wyndham Lewis. *Coward-McCann*. \$5.00  
 "SECOND AMERICAN CARAVAN," *Macaulay*. \$5.00  
 "ORLANDO," by Virginia Woolf. *Harcourt*. \$3.00  
 "HOUSE WITH THE ECHO," by T. F. Powys. *Viking Press*. \$2.00  
 "SKEPTICAL ESSAYS," by Bertrand Russell. *Norton*. \$2.50  
 "VOLTAIRE," by Victor Thaddeus. *Brentano's*. \$5.00

### FOR THE SCHOLAR AND THE ARTIST

- "LIFE OF MATTHEW ARNOLD," by H. Kingsmill. *Dial*. \$5.00  
 "NEW IMAGE," by Claude Bragdon. *Knopf*. \$3.00  
 "BRONZINO," by Arthur McComb. *Harvard*. \$7.50  
 "EROICA, VIE DE BEETHOVEN," by Samuel Chotzinoff. *Simon & Schuster*. \$3.50  
 "GREAT NINETEENTH CENTURY PROSE WRITERS," by H. Craig. *Crofts*. \$3.50  
 "GREAT NINETEENTH CENTURY POETS," by J. F. A. Pyre. *Crofts*. \$3.50  
 "LIFE OF RABELAIS," by Jake Falstaff. *Doubleday, Doran*. \$4.00  
 "ART OF THE DANCE," by Isadora Duncan. Edited By Sheldon Cheney. *Theater Arts, Inc.* \$7.50  
 "FRANZ SCHUBERT," by Newman Flower. *Stokes*. \$5.00  
 "HISTORY OF MUSIC," by Cecil Gay. *Knopf*. \$4.25  
 "CARDINAL NEWMAN," by J. Lewis May. *Dial*. \$5.00  
 "ANAKIAS, THE BAD ARTIST," by Walter Pach. *Harpers*. \$4.00  
 "MODERN FRENCH PAINTERS," by Maurice Raynal. *Brentanos*. \$7.50  
 "BY WAY OF ART," by Paul Rosenfeld. *Coward-McCann*. \$2.50



### FOR THOSE WHO LIKE POETRY

- "TURQUOISE TRAIL," by Alice Corbin Henderson. *Houghton Mifflin*. \$2.25  
 "CAWDOR," by Robinson Jeffers. *Liveright*. \$3.00  
 "BLOOD OF THINGS," by Alfred Kreymborg. *Coward-McCann*. \$2.50  
 "SON OF EARTH," by William Ellery Leonard. *Viking*. \$3.00  
 "TRAVELLING STANDING STILL," by Genevieve Taggard. *Knopf*. \$2.00  
 "POEMS," by A. E. Coppard. *Knopf*. \$2.50  
 "AIRWAYS, INC.," by John Dos Passos. *Macaulay*. \$2.00  
 "WEST RUNNING BROOK," by Robert Frost. *Holt*. \$2.50  
 "POETRY OF THE ORIENT," by Eunice Tietjens. *Knopf*. \$5.00  
 "COLLECTED POEMS," by Richard Aldington. *Covici, Friede*. \$3.00  
 "THE BUCK IN THE SNOW," by Edna Millay. *Harper*. \$2.00

# Memory in Bookselling

*Can You Recall the Customer's Name, Most of Her Previous Purchases and Expressed Preferences? If You Can, Then This Is the Time of Year You'll Reap Your Reward*

Holland Hudson

"I REMEMBER you perfectly," said the lecturer on memory training.

"You are Addison Sims of Seattle.

I met you at 7:45 A. M. in the lobby of the Book-Cadillac Hotel on June 27, 1926. We were introduced by John Kidd of Cin-

cinnati, and went to breakfast together. You had preserved figs, poached eggs on toast, and coffee, and Mr. Kidd had prunes, oatmeal, and buckwheat cakes."

Mountebank presentations of this kind have given the deliberate cultivation of memory a reputation which it does not quite deserve. One

can not altogether blame the advertisers, who are merely exploiting a popular passion for short cuts to achievement, except in that they create suspicion toward the whole theory of self-improvement.

Memory has a great deal to do with successful bookselling. Without memory how should we know that the customer who asks for the "Deserted Arab" wants to buy "Revolt in the Desert," or that John Martin's book on the "Jungle" is an attempt to describe Martin Johnson's "Safari"? Some of us know librarians who can, and do, remember the middle names of most living authors, despite the same author's attempts to conceal them behind initials. We know the bookseller, too, whose mind retains the geography of a book stock so perfectly that she can place her hand instantaneously upon any title called for, whether it may have been placed in the poetry alcove, or classified under the author's name in the general collection

of British authors or put in the window.

Probably the most valuable use of memory in that bookselling which is something more than order taking, however, is in the identification of customers and their book ways. I have known a book-

store where one sales person turned over more stock than any other four put together. Her post was not nearest the door; it was furthest back in the store. But her association of memory data was so organized that she could usually recall not only the customer's name, but most of her previ-

ous purchases and expressed preferences. Therefore, she could get to the closing portion of her sales talk without all of the preliminary fencing for leads and information which her associates found necessary.

Some persons seem to have from birth an extraordinary endowment of memory images. But all of us, unless we are fit candidates for psychopathic wards, have the capacity to remember a great deal more than we usually do, if we will take some thought regarding how our remembering is done, and deliberately assist the mechanism with which we are endowed.

It is not very difficult, by checking over one's own recollections of childhood, of adolescence, or even of the week's happenings, to identify the memory type which one has. Some persons have an auditory memory. They recall voices, bells, squeaks, slams, the image of words spoken, and visual images attach themselves to these principal associations. More of us, however,

*MR. HUDSON is a keen observer of bookshops and their methods and is known to all readers of the "Publishers' Weekly" for his practical suggestions. This week he shows that tho you may not be able to recognize Mr. Addison Sims of Seattle it is not impossible to train yourself to remember that Mrs. Brown buys detective stories.*

are primarily eye-minded. To recall a speaker's voice, we must first picture the speaker and the scene in which the elusive utterances were made. Some of us are even type-minded; we think of books in images of their jackets, title pages, and their paragraphs of Goudy, Caslon, or Bookman; and can recall our own expressions best in images of the page on which we scrawled them, or typed them out thru the medium of typewriter ribbon.

You may recall that in school you learned most readily by repeating the essence of the lesson aloud to yourself, or by recalling the voice of the lecturing professor, or his facial expression during the lecture, or you really learned some part of what you were there for when you set it down in your notebook. All this experience can be applied very directly to book-selling, and it is applied, whether deliberately or subconsciously, by many who have made their mark in this vocation.

The editor of this publication tells me that in his bookselling days he kept a blank book in which he set down, as opportunity allowed, the names and preferences of the customers whom he had sold each day. Having a chronological memory (otherwise illustrated by the grandmother who can recall dates by the time when John cut his first tooth, and so forth), he could recall, when a customer entered the shop, approximately the last time he had called, and, glancing adroitly at his journal, refresh his recollection of the man's name, preferences and prejudices.

It may appear that in the process he was using memory less than a substitute for memory. But, in fact, he was making deliberate use of a process which strengthens and enriches memory. He had not time to set down between the covers of his book all that the customer disclosed of himself, no more, in fact, than a hint. In setting down what he did, he supplied a fresh memory image, and a fresh and ordered group of associations in place of the random method of association which the uncultivated memory is likely to pursue.

The orderly arrangement of the association of ideas is the essence of every valid course in memory training, no matter in what hocus-pocus it may be disguised. One is instructed to set up and utilize a system of mental filing boxes, or vertical guides, or card indexes, or what have you. The weakness of most commercial courses is that, designed for the literal-minded, they allow too little variation in the selection of key memory images. Most booksellers who know their shops, and will analyze their own memory or association types by honest introspection, can devise for themselves as effective a system of memory training as they can buy at any price—and perhaps a more effective one.

All of us have the faculty of memory, however badly it may be serving us without sufficient systematic aid and encouragement. We remember without difficulty the customer who, on a rainy day, drips spots all over our book jackets, and goes out without making a purchase. We remember—how perfectly!—the names and the publishers of books on which we were oversold last season, and had, subsequently, to send the way of all deadwood. The same mechanism by which these images are retained can be applied to remembering those who buy from us, what they buy, and what they like and dislike. How many booksellers remember? I bought a book in a large store, and was pleasantly and flatteringly recognized by the same sales person as much as a year later,—on the basis of one small purchase. On the other hand, I have entered a small bookshop with a very personable customer who bought three books within as many weeks, and after the third visit this bookseller had not even looked at her,—wherein he was the loser in more ways than one.

An utter weariness of the sight of other human beings is perhaps one of the lamentable by-products of a too congested civilization. But it is a tendency which the bookseller, if he have it, must overcome. He must see, identify, and remember as many persons who purchase as his experience and capacity will allow.





## Children's Book Week

### NOVEMBER 11-17

#### Midge Buys Some Books

Amy Beach

**C**HILDREN, if left to themselves, show good taste in choosing books.

If grown-ups are along there is usually an argument, or the child's suggestions are swept aside by the adult's enthusiasm—his feeble attempts to assert himself drowned in a eulogy of Marryat, or Dana, or Cooper, or some other old-time favorite. If the grown-up is "Mother," she may be the one swept along by the youngster's enthusiasm. It is seldom that children are allowed to choose their own books, yet the father or mother chooses his or her books without interference.

The following incident shows how one child acted when left to herself—and her choice of books is no more unusual than that of any intelligent child.

The girl was a small nine, the chauffeur, who was with her, a very large thirty. Both entered the Fifth Avenue door of the old book store near Madison Square as if they knew their way. Small nine darted down the aisle straight to the Children's Books.

"Now, hurry up Midge. We haven't all day you know," said Mr. Chauffeur.

"Have you 'Nobody's Boy'?" asked Midge.

"Yes, and 'Nobody's Girl,' and 'Little Sister.'"

"All right," said Midge. And she piled the three on the table in a businesslike manner.

"Now!" was her delighted little gasp as she looked about at the beautiful books on display—Flying here and there, these are the ones that, in fifteen minutes, were added to the three by Malot:

"The House at Pooh Corner," Milne.

"Gulliver's Travels," Swift.

"A Little Princess," Burnett.

"Treasure Island," Stevenson.

"The Pig Tail of Ah Lee Ben Loo," Bennett.

"Don Quixote," Cervantes.

"Knights of Charlemagne," Ecohl.

"A Golden Prince," Joos.

"Where It All Comes True," Laughlin.

The last one Midge took at my suggestion, and with an indulgent smile promised to tell me how she liked it.

"What do you suppose Daddy will do when he sees a bill of twenty-seven fifty for books?"

"We'll both be shot at sunrise," cheerfully remarked the chauffeur. "C'mon Midge."

# THE Publishers' Weekly

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EDITORS

R. R. BOWKER F. G. MELCHER

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62 West 45th St., New York City

November 10, 1928

*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## The Tenth Book Week



THE tenth Book Week opens on Monday with every indication, to judge by the demands made on the headquarters of the Publishers' Association, of a record-breaking observance. Schools, libraries and bookstores are deluging the office of the Association with requests for posters, advertising cards and leaflets describing good Book Week practice. Never have so many beautiful catalogs been prepared and distributed. Never, it seems to us, have children's books been more beautiful and more varied.

Particularly encouraging to its backers has been the number of new directions in which Book Week has found its echoes, communities which are using this general movement to better their own conditions for book supply to the children. If a full report could ever be gathered of all the results of this interest, it would be very heartening to those who believe that thru books the children of this next decade will find deeper interests and broader horizons.

## A Bothersome Calendar

WHILE the discussion goes on about the proposed thirteen month's calendar and elimination of business difficulties by this system, booksellers and other retailers are annually reminded of the difficulty which they must face because of the yearly shifting of the distance between Thanksgiving and Christmas. There is a psychological difficulty which prevents many people from taking a close interest in their Christmas list until after Thanksgiving, and, as Thanksgiving shifts back and forward, the amount of time left between the Monday after Thanksgiving and Christmas day widens and contracts. Sometimes it is almost four weeks, and sometimes only three. This year is one of those unfortunate seasons of only three weeks and a day, and the manager of the store must start his advertising and promotion work promptly or else he will have a congestion of the business into the last few days that will negate all his careful planning to give good service to new customers and old. Every dealer should not only start his advertising early, but he should place this problem of the calendar directly before his customers and, if possible, turn the disadvantage to an advantage by getting results in November.

## The New Salesman

THE extra salesman in the retail store becomes a real necessity between Book Week and Christmas, and yet the efficient use of such salesmen can only be accomplished by careful planning. In both general stores and department stores there must be this influx of new people, each desirous of doing his full part in the bookselling business, but each handicapped by a lack of familiarity with the stock and with the details of business. The first thing to do is to be careful about the selection of sales people for the book department. They must have a familiarity with books, so as to catch easily the inquiries made, even if exact titles are not known. If possible, there should be some background of book interest, so that the enthusiasm for books should be genuine. There should be a willingness to handle details and to clean and dust stock, as all the staff must work on the problems of shopkeeping. It is prob-



ably better that it should be people who really have to earn a living, as they are the more keen to give earnest attention to what is wanted. It is possible to select as assistants some who can give only part time, perhaps from those who have been previously in the business or those who have been in the store in previous years. Every little bit of experience is an added asset.

All this group of new assistants must be first carefully trained in the knowledge of the store's methods, making out of sales slips, the question of credit, of C. O. D's, delivery promises, special orders, and the like. Next, they must be trained on the location of books by classifications, the methods of marking stock, sources of book information, etc. Then, they must be trained in the actual waiting on customers, how to start sales and complete them, how to pass on customers with more exacting demands to the older salesmen, how to put stock away after its showing, the importance of the extra book added to each sales effort, the importance of closing sales so that the same transaction does not have to be gone over again on a later and busier day.

With the knowledge of general stock classification, there must then be added the detailed knowledge of specific books: first, a study of the display counters, as the books there have been selected for their more active interest. The salesman must learn how valuable is the information supplied by the publisher on the flap of the jacket and how to get a brief sales idea from a title-page or a preface. He must then study the catalogs which the store is passing out, so as to recognize each title that is being advertised and be familiar with the sales note which is appended to each. After the counters and catalogs the salesman will be able to work back to the classified stock and find his way around among the leather bound books, books of poetry, biography and others most in demand at this season.

The mistake is sometimes made of forcing salesmen to too much interest in sales during the first couple of weeks, when they might be of more service in learning the stock or in passing along customers to the older salesmen as rapidly as the latter are free from other entanglements. There must

also be established a healthy and happy relationship between the old salesmen and the new, in order that both may work effectively together and each understand that it is the total success of the store, not the individual success of any one salesman, that is important for the business.

### The New Gift Books

THE booktrade, after many years of evolution, has completely turned about one business phase. Instead of speaking now of "Gift Books" we speak of the giving of books. Constant Reader in the *New Yorker* recently surmised that gift books were so called because "that is the only way that anybody would take them." Nowadays instead of the Gift Books which were definitely connected in our minds with one short and hectic season we pay more attention to habits of giving books, which finds as many occasions as there are days in the year. Christmas in the bookstore is still Christmas and like no other season, but there are no books that have to be packed away for ten months to be opened when the Gift Book season comes back again. The best fiction, biography, poetry, travel and the best beautifully made books are on the counters at this season.

### Those Bookstalls

THE idea of outdoor bookstalls for New York, which the *Publishers' Weekly* has occasionally discussed, has apparently caught the fancy of both dealers and book lovers, and at present we hear that the Department of Parks, which would have charge of such licenses, has taken the matter up with the Forty-Second Street Association, a group of business men which studies the development of this part of town. The frontage on Fortieth Street would not interfere with other business and would add a flavor that would appeal to thousands.

### Dave O'Connell Re-elected

AGAIN Dave O'Connell, of Funk and Wagnalls, has been elected to represent Brooklyn, New York's 9th District in the United States Congress. He was elected with a plurality of 8,045 votes.



## "You're No Good"

*Two New Organizations Whose Functions Are in Direct Competition to the Bookstores of the Country Are Considered by Mr. Meyers Who Resents the Aspersions They Cast and Who Asks for Cooperation Among Dealers in Selling Bookstore Service*

Ellis Meyers

*Executive Secretary, American Booksellers' Association*

ALL of the disagreeable features of the book clubs are embodied in the new Book League, and the Readers and Authors Guild advertising. They may do no harm, but they can do no good—for the bookseller, anyway.

"Only a fraction of the thousands of books issued each year are worth while—yet each is blurbed and ballyhooed as an authentic masterpiece." This is merely a light tap—the heavier blows being reserved for later.

"The Book League is an effort to bring order out of chaos—providing a reliable guide to past and present literary productions." A passing comment on inefficiency.

"You (in the big city) rarely find an idle hour to browse in the bookstalls. And what of the book reader in the small town or country hamlet?"—who may of course be on the mailing lists of several bookstores. Then come the body blows: "Few feel that they can afford to pay from \$2.00 to \$10.00 a volume—"

"*One third the usual cost*" (The italics are those of the Book League). And the rabbit is pulled out of the hat with,

"The new books come to members before the general public has had an opportunity to obtain them." Why not "hot from the press?"

There isn't a kind thing that can be said about booksellers, reviewing mediums or publishers—the message is one of love for all fellow men, except those who are of the booktrade. The "literary leader" has entered the field. It promises much—twenty-four books a year at one-third the price; twelve "outstanding new books" and twelve of the "best books of all time"; the former in "continental type editions," the

latter bound as "beautiful private editions"—a large order for mass production.

After telling the prospective member of the real value of the twelve new books (the most worth-while of the year) that are to be selected, the argument for saving is advanced, "Why should we pay for an expensive substantial binding of a book that we may never care to read again?" This is not a very "substantial" argument in favor of the lasting qualities of good literature.

"Twenty per cent discount to members" is the selling point of the second organization. That is, or ought to be, enough, but the member is also given an "opportunity to co-operate with a national society for the extending of good reading" by becoming—apparently—an agent of the League and selling memberships to others. The chain store idea and the chain letter are here being combined to furnish more competitors.

The booktrade has been thru this before. It seems to be the consensus of opinion that there can be no trade cooperation with an organization that is so definitely competitive and *that* makes every effort to "run down" the existing book distributing machinery in order to build up its own business. It becomes more and more obvious that a strong competitive campaign of our own is necessary—in other words we must not only refuse to help these people, but we must organize our own business so that we can duplicate any service that they claim to be able to give. And there must be a strong, continued campaign of publicity and advertising to hammer away at the public in order to sell them the idea of *Bookshopping*.

# "To the Pure . . ."

## *A Legal Study of the Problems of Censorship*

Reviewed by a Librarian

"TO THE PURE . . ." is "a study of obscenity and the censor"—and especially of the modern censorship of books in America. The authors are two lawyers, Morris L. Ernst and William Seagle. Their attitude may be guessed from the dedication "To the Perplexed Booksellers who, under the unknown rules of literary decency, cannot insure themselves against imprisonment, even by reading all the volumes on their shelves." And their conclusion is indicated by the closing words of the Introduction: "obscenity is only a superstition of the day—the modern counterpart of ancient witchcraft."

So sweeping a statement may raise an unwarranted prejudice against the book. In the main the work is written temperately. It is neither a history nor a systematic treatise, but a series of chapters of varying value on different aspects of the subject. It reveals an extraordinarily wide acquaintance with the outward manifestations of censorship, but the material is often ill digested. The language lacks precision, and is sometimes obscure. The arguments are not always closely reasoned, nor is the problem deeply studied. Nevertheless, the book contains much that is of value. It deserves—and will doubtless receive—serious attention.

The opening chapter, like some other portions, is marred by the jauntiness or "smartness" to which impatient critics of censorship seem prone. This chapter describes the atmosphere and conditions of the court in which an obscene book is prosecuted. The sincerity of the district attorney, who is usually "one of the boys" and tells his own smoking room stories," is questioned; the lack of acquaintance with books on the part of the jury is brought out; the prejudices that are played upon and the difficulties of the defence are shown; the motives of the vice societies are sneered at—in fact the hypocrisy of every-

body concerned, the public included, is derided. But even if all of this is to a large extent true, how pertinent is it? Would evidence that prohibition officers have a natural taste for alcohol in itself prove that prohibition is either desirable or undesirable? The narrative here, it is fair to add, reads as if based on first-hand observation. It would be more effective if more dignified.

After a chapter, interesting tho not profound, discussing the diverse nature of censorship in the case of books, of the theater, of the movies—the only instance in this country of previous censorship—of periodicals, and of the almost uncensored newspapers, the authors proceed to demonstrate the absurdities and anomalies of modern censorship in action. Here they shine. The subject has been dealt with before, but seldom more effectively and with such a wealth of pertinent illustration. They show that frequently books at one time judged obscene are at another deemed inoffensive; that books condemned in one place are found acceptable in a neighboring city or state; that a novel successfully resisting attack when appearing as a serial is suppressed when issued in book form; that de luxe or privately printed editions escape while cheap reprints are likely to fare far worse; that English translations are prohibited at the same time that the originals circulate freely—in short that there is neither rule nor reason in the whole sorry business of censorship.

Furthermore, censorship by the Federal government and by the states overlap and are mutually contradictory, so that it may be a felony, for example, to mail a letter in New York inciting to an act that is not a crime in that state at all. Conversely books are admitted to the mails in states where they have been banned by the courts. Numerous examples of ridiculous decisions by postmasters and customs officials are cited, including the attempt to bar as ob-



scene the official Field Museum importations of Chinese books and manuscripts in 1909 and the exclusion from the mails of the Report prepared by the official Vice Commission of the City of Chicago for circulation among clergymen, editors, and social workers. The conflicting practices of the Copyright Office, the Customs Bureau, and the Post Office Department are also pointed out; but the serious danger of abuse of the great power entrusted to the post office officials merits more searching discussion.

At this point there is interjected a sketch of the large private circulating libraries in England which, until recent years, not only individually but by mutual understandings or agreements, exercised a powerful influence on the sale and publication of books. This the authors denominate "the subterranean censorship," and consider malign. They contend there should be "no concerted action, no collusion, no agreements—and a literary trust is no less conceivable than a beef trust." But here many opponents of state censorship will part company with them, deeming such purely voluntary censorship, even when concerted, to be legitimate and wholesome.

There follows a readable account (with illuminating quotations from the debate) of the adoption in England in 1857 of Lord Campbell's famous act. This, according to its sponsor, was aimed solely at pornography; but it was made applicable to literature by the classic decision of Chief Justice Cockburn eleven years later. The decision, which has had great weight in American courts, runs as follows: "the test of obscenity is this, whether the tendency of the matter charged as obscenity is to deprave and corrupt those whose minds are open to such immoral influences, and into whose hands a publication of this sort may fall." The authors elucidate the sweeping nature of this decision and contend, first, that it takes as a norm the most weak-minded member of the community who may happen upon the book, and second, that whether it will tend to deprave and corrupt him must be decided by pure guesswork on the part of the jury.

A later chapter discusses further the test of obscenity and makes fun—but not an ounce more than is justified—of the floundering and hopeless attempts of the judges to define obscenity precisely. By analysis

it is shown how impossible is any clear or intelligible definition. Even the *Encyclopedia Britannica* concludes that "the precise meaning of 'obscene' is, however, decidedly ambiguous."

The position of this chapter, sandwiched between one touching on the situation in some European countries and one on the critic as expert, illustrates a certain scrapiness and lack of organization in the book. Much of the force of the argument must be lost unless this chapter precede that on the absurdities and anomalies of the court decisions, and the reader is shown how the impossibility of a precise definition inevitably results in confusion and injustice.

The most startling opinions expressed are those relating to pornography and the child, for most opponents of the censorship of literature admit that children should be protected from deliberate pornography, whether in pamphlet or picture form. But the difficulty of making a discrimination is emphasized, and the conclusion reached is that education thru school and home will prove the enduring solution. The arguments offered merit more thoughtful weighing than one is at first inclined to grant them.

An original contribution to knowledge of the subject is attempted in the chapter headed "An appeal to science." Study is made of 1200 questionnaires answered by unmarried women who are college graduates, received in an investigation of sex problems conducted by the New York Bureau of Social Hygiene. Here is something new—a genuinely promising avenue of approach. Censorship would be on a surer foundation if based on knowledge—rather than guess—as to how books actually affect people.

Two of the inquiries in the questionnaire bore on the matter. One was "How and from whom did you receive the earliest information about sex matters which you can recall?" The authors are impressed by the fact that, according to the answers received, "reading represents only 6% of the total sources of sex information," and by the character of the books named, among which the Bible leads. "Where," they exclaim, "is shocking Boccaccio, and The Perfumed Garden?" But their argument is vitiated by forgetting that the inquiry related to the "earliest" information.

The other question was "What things



are most [sexually] stimulating to you? Please answer as specifically as you can, e. g. certain types of men (what types); dancing, sex dramas, pictures, etc." Ninety-five of the 1,200 women named books alone; while 302 mentioned books with other things. Of the books named not one is suppressed in New York, so "No one can know which books to suppress." This chapter, however, is decidedly superficial, and to it, as to much of the book, may be applied a favorite criticism of the late Barrett Wendell—"suggestive but not final."

In the somewhat indefinite and confused effect left by the book, one strong impression remains. This relates to the conflicting opinions of the public, the vagaries of the courts, the injustices and general futility of the sex censorship of literature. It is in the references to actual cases that the volume's chief value lies; scarcely a book which has been attacked seems to have escaped the author's vigilance. It is to be regretted, however, that so wide an acquaintance with the facts should not have produced a study more serious in tone, searching, and weighty.

## Creating Religious Book Interest

**H**OW the Central Congregational Church in Newtonville, Mass., promotes good reading among its members is described by *The Congregationalist*: A committee was formed, headed by the pastor, Rev. Arthur M. Ellis. This committee issued a circular letter to all in the parish, outlining the definite plans and programs as follows:

*Dear Friends:*

We wonder whether you realize how much serious reading people are doing today. Books about Jesus, the Bible, and the great leaders of Christianity—books about man's place in the new world of religious thought, books that deal with the eternal truths, written by men of keen and able minds—in ever-growing numbers they are coming from the press. We cannot afford to neglect them. They offer us an opportunity and a challenge—an opportunity to whet our minds and think; a challenge to renew our strength, to enrich our faith, to broaden our vision.

To bring the religious books of the day a little closer to you, and open up their possibilities of stimulating thought, we offer you the following program. In it, or in some part of it, we believe that every member of Central Parish will find something of interest. Moreover, we hope that many of you will actively co-operate with us to make this program a vital part of the religious life of our church.

**I. Discussions of Books.** At several of our mid-week meetings this winter and

spring, religious books will be discussed. For one thing, there will be short personal book reviews by our own members. We shall also have interesting speakers from outside to give us definite suggestions and help. There will be ample opportunity for questions.

**II. Selected Reading Lists.** With this letter we are sending you "A Selected List of Religious Books," prepared by us with the assistance of Dr. Ellis. We are planning within a month to issue a second bulletin of the same type. Won't you help us by offering suggestions as to additional titles?

**III. Book Reviews.** We want you to do more than suggest titles. What religious books are you reading, and what are you finding of value in them? We plan to print a bulletin containing six or eight very brief book reviews by various members of our parish. We suggest 100 words as the limit.

**IV. A Book Club.** We hope soon to form a Central Church Book Club. Each member will purchase one religious book of his choice, and then exchange with other members according to some regular plan. If you are at all interested, communicate with any member of the committee as soon as possible.

**V. Books at Church.** Within a short time we shall have, on two Sundays, a book table in the chapel. Here we shall have some of the most important religious books of the day to lend. Still others will be on exhibit for you to examine. We shall also be able to take orders for books.



Boris Artzybasheff presents John Macrae with the bill for his illustrations for Mukerji's "Ghond The Hunter"

## In the Bookmarket

"**M**EANING No Offense" is the title of the collected parodies of John Riddell which have appeared in *Vanity Fair* and are issued in book form by John Day. They are imaginary interviews with authors, or as he himself writes "untutored memories of a senile reviewer adventuring amid last year's Best Sellers." It is known that John Riddell is a nom de plume and whether or not it means anything that his hat size, according to the report of Dobbs, is the same as that of Corey Ford, we don't know. Dorothy Parker has been known to state that "Constant Reader," that other reviewer who makes life uncomfortable for poor authors, is not Dorothy Parker. The final chapter in the book is a parody of Frances Newman's "Dead Lovers are Faithful Lovers." It is a gruesome coincidence that the date mentioned in the parody as the one on which the leading feminine character, Isabel Evelyn, commits suicide, was the same date on which Miss Newman went into a coma from which she never roused before her death two days later. Inasmuch as the medical examiner reported Miss Newman's death as suicide the publishers, John Day, have inserted little slips in the book before the final chapter which read: "The first edition of 'Meaning No Offense' was completely printed and bound before the untimely death of Miss Frances Newman, whose novel, 'Dead Lovers Are Faithful

Lovers,' is parodied in these pages. This parody had previously appeared in the pages of *Vanity Fair*. In view of this fact and in view of Miss Newman's challenging position in contemporary letters, the publishers have thought fit to retain the chapter in the book." ❀ ❀ ❀

Laura Benét is to be represented on the spring list of Doubleday, Doran by a book of poems titled "Noah's Dove." The title-poem was well received when it appeared in *The New Yorker* last year. Miss Benét is associate editor of the Literary Review of the New York *Evening Post*, and author of "Fairy Bread," a book of poems which Thomas Seltzer published and which is now out of print. She is a sister of William Rose Benét and Stephen Vincent Benét. ❀ ❀ ❀

The eighteenth annual exhibit of children's books suggested as holiday gifts in the children's room of the New York Public Library will open on November twelfth. Anne Carroll Moore, who has made these openings distinguished gatherings has sent out invitations. Paul Honoré will speak on illustration of books, and inasmuch as this is the first time an illustrator has been the guest of honor it is more or less the artists' triumph. ❀ ❀ ❀

Frank Norris' memory is to be honored by the production thru Doubleday, Doran & Company of the Argonaut Manuscript Edition in ten volumes at \$150, the edition limited to 245 numbered sets. Into each



set will be tipped a piece of the original manuscript of "McTeague." Norris, who came into national attention only with the publishing of his "Octopus" in 1901, died the following year, and, altho assured by half a dozen books of a place in the literary history of the country, has not been available in any complete uniform edition for some time. This new set will contain in Volume 10 collected writings hitherto unpublished. Its introduction will be supplied by his brother, Charles G. Norris. ❀ ❀ ❀

On November 20th, *Victor Gollancz* of London, will publish "The Diary of Tolstoy's Wife," a translation from the Russian "The Diaries of Sophia Andreyevna Tolstoy." The book will be published in this country by *Payson & Clarke* who are rushing an American edition to press. The publication date will be announced shortly.

❀ ❀ ❀ The same publishers are issuing Maurice Dekobra's "The Clown Prince" on November 17th. Unusually large advance orders have enabled them to reduce the price before publication from \$2.00 to \$1.50. ❀ ❀ ❀ Lewis E. Lawes, whose experiences as warden of Sing Sing prison are embodied in his book, "Life and Death in Sing Sing," *Doubleday, Doran*, will talk in the recital room of the Barbizon Hotel on the evening of November 15th. ❀ ❀ ❀

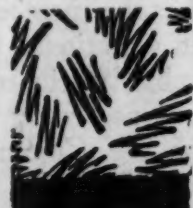
Today, November 10th, *Knopf* is issuing T. S. Eliot's "Poems" in a new edition. The volume is being entirely reset and great care is being taken for the appearance of the volume. *Knopf* is also publishing, especially for the holiday trade, the three Zola volumes, "L'Assommoir," "Germinal" and "Nana," now included in the *Borzoi Classics*, attractively boxed, to sell as a set.

The front and the side of the bright red and black jacket used by Brentano's circulating library

❀ ❀ ❀ Robert Innes Center, president of the *Detective Story Club*, gave a dinner last week in honor of the Board of Selection of his organization. Many critics and persons prominent in publishing in New York attended. The fifty or more guests received autographed copies of the Club's first selection "The Cobra Candlestick" by Elsa Barker, and the author who is passing the winter on the Riviera sent a cable. ❀ ❀ ❀

The first ten copies of Willy Pogany's "Mother Goose" will go to the highest bidders, the publishers, *Thomas Nelson & Sons*, have announced. A first edition of 500 numbered and autographed copies has been printed and the first ten numbered copies will be sent to the booksellers who place the highest bid. Bidding is to be done by mail and the contest will close at midnight on November 15th. No dealer will be sold more than one of the first ten copies. Any further details may be had from the publishers in New York.

❀ ❀ ❀ *Macmillan* has just issued Owen Wister's works in a uniform edition. There are eleven volumes and Mr. Wister has written a new foreword to each one. The set is sold in a cloth as well as in a leather binding.



THIS BOOK  
BELONGS TO  
BRENTANO'S  
CIRCULATING  
LIBRARY OF  
NEW  
FICTION



BRENTANO'S  
*Circulating  
Library*  
of  
NEW FICTION

Where you can rent all the New  
Books at only

FOUR CENTS A DAY

There is a minimum charge of 20c

No waiting

Slight expense

No trouble



## "The Well of Loneliness" Not To Be Published Here

**A**LFRED A. KNOPE, INC., have announced that they will not publish "The Well of Loneliness" by Radclyffe Hall, for which they have had a contract for the American market, signed last June. The work was accepted after having been read by four readers, including two of the members of the firm, who all agreed that it was the work of a gifted writer who probably had before her a distinguished career, and, while it dealt with a very delicate subject and one that might be regarded by many as taboo, it did so without offense. The book was announced for October, presumably in simultaneous publication with the English edition of Jonathan Cape. Mr. Cape, however, anticipated the date and published the book in July. It was very favorably reviewed in the *Times* Literary Supplement, the *Morning Post* and other outstanding London papers, including weekly reviewing mediums. The London *Sunday Express*, however, took great exception to the book and in a spectacular denunciation announced a campaign against it and carried this thru.

The Home Secretary, into whose department fall the responsibilities of censorship, was asked by Jonathan Cape whether he would suggest withdrawing the book from circulation. On August 23rd the Home Secretary did so request such withdrawal, and the British publisher acceded to his request. The author made no attempt to compel the publisher to carry out the agreement or to continue the sale of the book. The work has since been reissued by the Pegasus Press of Paris at 150 francs, and the American and English public has been circularized for purchase.

The author's earlier book was "Adam's Breed," and this was awarded in 1926 the Femina Vie Heureuse Prize and the James Tait Black Memorial Prize. Writing in the *Criterion*, the editor says, "If there is to be any discrimination, otherwise censorship, then the intention of the author should count for more than his success. We have read the book, whose literary merit is not so great as the author hoped it might be. She is passionately sincere; she is obviously a cultivated person with literary standards and ambitions; and has

tried to write something which should be both a literary masterpiece and a monument of special pleading for the social status of the sexual invert. She does not succeed either as writer or as pleader, and for the same reason: she has no sense of humor."

The English edition carried an introduction by Havelock Ellis in which he said that "The Well of Loneliness" possessed a notable psychological and sociological significance and should be placed on a high level of distinction.

## Junior Book Club

**T**HE *Junior League Magazine*, which serves the interest of the various Junior Leagues scattered thru the different cities and suburbs of the country and whose headquarters are 140 East 63rd Street, New York, is launching in December the Junior Book-of-the-Month Club. The service is not to be confined to Junior League members, and the effort is to make it a national program. Books have been submitted by most of the important publishers, according to Mrs. Sherman P. Haight of the Committee. They have been at work on the Committee but its complete personnel has not yet been announced.

"The aim of the Club," writes Mrs. Haight, "is to give children not only the best of the new books but new editions of the classics as well."

The list is divided into three groups:

Books for the pre-school Age.

Books for Children six to nine.

Books for Children nine to twelve.

Supplementary lists of more expensive books and books on special subjects will also be sent out.

Subscriptions will be offered on two bases: \$25 a year entitles a subscriber to one book a month in any one of the three classes which he may designate, the volume to be delivered postpaid. There will also be a fifteen dollar subscription, which will be virtually a deposit against which orders will be credited, postage added. These books can be ordered in any month from the bulletins received, but not less than six books in a year.

The Junior League is going at this problem as an educational matter, and a December copy of the magazine will have the first general announcement.

## The Small, Maynard Failure

A settlement in full of the accounts against Small, Maynard & Company of Boston, checks have been sent out by the attorney for the first and final dividend of  $1\frac{1}{2}\%$  which has been allowed.

It would be hard to imagine a more complete and disastrous example of bad financing, and Norman White, who took over the concern from its founders and who has carried it on for a number of years, brought before the Massachusetts Courts for fraud, was sentenced on October 8th to 5 years imprisonment. Using the name of the firm, he borrowed from a great number of New England banks and built up a large indebtedness. At one time in its early days the firm was famous for its successes like "The Letters of a Self-Made Merchant to His Son," "Mr. Dooley," and, in the last few years, its outstanding successes as a money maker was "The Sheik."

Many of the titles on the Small, Maynard list were sold out by the receiver in bankruptcy, the price being about \$50 for some 400 titles. These the purchaser is now selling back to authors at from ten to one hundred dollars according to the Author's League *Bulletin* which labels the transaction "The Boston Massacre."

## Society Exhibits Bibles in 380 Languages

THE New York Bible Society has been collecting Bibles, in various languages in actual circulation in different parts of the world and has brought together 380 volumes, which are now on exhibit at the Bible House, East 48th Street, New York. Every Book is in a different language or dialect. They are not volumes of ancient tongues but are languages in actual use today. Some of the volumes are of languages that within the past eighteen months were only spoken and within this period have been reduced to writing and portions of the Scriptures first published. Many of these languages represent millions of people in Africa, India and the islands of the Pacific. The New York Bible Society has a separate Exhibit of 67 languages in which the Society is circulating the Scriptures in the city and harbor of New York and among the foreign populations coming into our country.

## Simplification

SO many American booksellers are dealers in stationery as well as books that the completion of the conference on simplification in stationery is of general interest. At a conference in West Baden on October 9th between the Division of Simplified Practice of the United States Department of Commerce and representatives of the National Association of Stationers, Office Outfitters and Manufacturers, the whole problem was discussed. George Schuster, speaking for the government, pointed out that many surveys had shown that 80% of the retail business in many lines of merchandise came from 20% of the varieties offered, and the slow turning lines were a great drag on the business. He said that if heavy inventory and slow turnover were problems of the stationery business, the application of simplified practice would help the situation by eliminating deadwood.

## The Case of Real Names Appearing in Novels

BECAUSE he bears the same name as one of the incidental characters in Edna Ferber's novel, "Show Boat," Wayne Damron, of Catlettsburg, Kentucky, recently sued Miss Ferber for \$25,000 damages, and asked for an injunction restraining further publication of the book until his name is taken out. The court has reserved decision, following the attorney's arguments. Newman Levy, himself a writer, is Miss Ferber's attorney.

Suits of this variety recall the situation obtaining in England some years ago, and to some extent today. Persons who found names the same as their own in works of fiction were allowed to collect damages in court. Thus, in many cases authors innocent of intentionally casting aspersions on particular persons had to settle or defend a suit, and in order to prevent this, the authors began providing their characters with preposterous and unlikely names, to the detriment of the artistic value of their books.

In commenting editorially on the damages Mr. Damron alleges he has suffered, the New York *World* says, "The grievance of a person in these circumstances, one suspects, is largely imaginary."



# "For Readers of Foreign Books"

Roy Temple House

*Professor of Modern Languages, University of Oklahoma*

WE are not a nation of linguists, and yet there are in the aggregate many millions of Americans who read books in other languages than English. But it has not been easy for the average American, especially those not living in large cities, to inform themselves as to the new books that are appearing even in French, German, Spanish and Italian. Various countries, France, Germany, Spain, Italy, possess useful quarterly, fortnightly, monthly, even weekly book review publications which in most instances devote the bulk of their space to native publications.

Very few American magazines pay much attention to new foreign books. The learned publications, it is true, call attention to the most important studies in their particular lines, but it is conceivable that a book might stir all Europe and never be mentioned in the book-review columns of any American periodical.

Two years ago a group at the University of Oklahoma set in motion a modest effort looking toward the supplying of this need. We issued, January, 1927, the first number of a little quarterly magazine called *Books Abroad*, which concerns itself entirely with new books in languages other than English. We have not, thus far, set any limitations as to the type of book reviewed. Naturally, since our space and what we conceive to be our main purpose forbid profundity, we have to do mostly with books of a more or less popular nature; but one of our most prominent traits has been our versatility.

It was agreed that until the idea had been tried out thoroly, the magazine should be distributed without charge, as the University bulletins are done. We prepared a list of a hundred or two leading public libraries, three or four hundred important college libraries, and several hundred language professors and others who were presumably interested in our stock in trade, and sent them the first is-

sue unsolicited. Ever since the first number appeared, requests have been coming in from every state in the union and a score of foreign countries, distributed over all five continents, till an initial printing of one thousand copies has been more than doubled.

There was also the problem of contributors. We had no money. The University of Oklahoma is as impecunious as all other over-crowded state universities, and the management was doing its generous best in assuming the expense of printing and mailing the magazine. It remained to be seen whether scholars and critics in this country and abroad would help us with no other payment than permission to keep the books reviewed. It transpired that many of them were glad to do so. A good number of our reviews are signed by the most eminent scholarly names in this country.

To handle even the two or three hundred books which are mentioned in each issue of ninety-six small pages, we must cultivate the virtue of brevity. However we state the theme, purpose, character, and quality in such a way that readers will be interested and that prospective buyers will have some knowledge of the book.

The financial phase of our undertaking still remains a little disquieting. We are not ready to go to a subscription basis. We do not know how long the University of Oklahoma can and will carry our burden. The Carnegie Endowment for International Peace has recognized us as an international utility to the extent of presenting us with a cash gift of two thousand dollars, to be used in developing and improving our publication. We hope internationally-minded organizations and individuals will help us further. With an assured annual subsidy, even a small one, we believe that we could become an institution of permanent usefulness.

*Books Abroad* will be sent without charge to libraries and interested individuals upon request.



# Books and the South

*A Comment on Howard Mumford Jones' Recent Article in These Pages on "Books and The South"*

Edwin Bjorkman

*Literary Editor, The Ashville "Times"*

THE September 29th issue of the *Publishers' Weekly* reached me this morning and I wish to thank you cordially for the printing of the Jones article.

I knew nothing about this article until I read it in your columns. That it pleased me; is to put it very mildly. In saying this, I am not thinking merely of Professor Jones's kind references to myself and my book page. It is the spirit and object of the article that give me the greatest satisfaction.

If he and I had had long consultations about what he was to write, he could not more faithfully have expressed my own feelings about what is needed here in the South.

We need three things to put the South as a literary market on a level with the rest of the country. First, we need the right kind of literary criticism, and plenty of it, by persons who are well known down here. Secondly, we need encouragement of such critical media by book advertising and quotations (and I can speak the more freely of the last mentioned need because my own name is used often enough in publishers' advertisements and announcements, so that I have no personal axe to grind). Thirdly, and above all, we need the right kind of bookstores, of which there are now mighty few.

To get the bookstores, which are the key to everything, credit must be granted and the public desire to read must be stimulated in every way . . . and thus you get back to local book pages and the need of encouraging these thru judiciously placed and selected outside advertising.

The situation will never change to any large extent unless the publishers will take a far-sighted view of it and work consistently toward improvement, spending a

certain amount of money without immediate returns in order to obtain much larger returns later. And they must bear in mind that, in spite of momentary depression and money tightness, the South is on the verge of an era of never before experienced prosperity. Unless the publishers act in time and act wisely, the first results of this prosperity will, as far as the literary market is concerned, go to purveyors of cheap magazines.

My own experience shows what can be done even under existing conditions. Greater Ashville has only 60,000 inhabitants. The *Ashville Times* has only a circulation of 20,000. Yet my page has become known far beyond this district. It is widely read and it has unmistakably influenced the sale of books here. It has influenced our literary circulation. It has brought to light several excellent amateur critics who had never written a line before I persuaded them to try. I get letters from all over the country . . . literally . . . written by men and women willing to become volunteer reviewers. And some of these are pretty well known in the literary field at that.

This is a psychological moment. A change is under way. I hope that the publishers can be made to see it and to give active help in hastening the promised development.

P. S.—By the by, if I could have a reasonable amount of outside advertising, I could get the page as a whole used by half a dozen of the largest papers in this state, and probably also by some papers outside of North Carolina. As it is my page is partly used by the *Raleigh News and Observer* and the *Greensboro Record*, both in North Carolina.

## Obituary Notes

## DR. FRANK CRANE

DR. FRANK CRANE, author of many widely read books of essays, and for over twenty-five years a minister, died in Nice, France, on November 5th. Dr. Crane was sixty-seven years of age at the time of his death, having been born in 1861, at Urbana, Illinois.

From 1882 until 1909 he was an active minister, the Trinity and Hyde Park Methodist Episcopal Churches of Chicago, and the Union Congregational Church of Worcester, Massachusetts, being some of his best known charges. In 1909 he turned to journalism, and until the time of his death he was syndicated editorial writer for about fifty newspapers in the principal cities of the world. It was at one time reported that he had over five million daily readers. He had also been editor of *Current Opinion*. His best known books include one recently published, "The Ten Commandments." Some of his earlier volumes were: "The Religion of Tomorrow," "Vision," "Adventures in Common Sense," "Four Hundred Essays," "The Song of the Infinite," "The Crane Classics," and his only autobiographical work, "Why I Am a Christian."

## REV. FRANCIS J. FINN

THE REV. FRANCIS J. FINN, noted Catholic educator and author of many popular boys' books, died of heart disease in Cincinnati on November 2nd. Father Finn was born in St. Louis, Mo., October 4, 1859. Upon the completion of his college career he entered the Society of Jesus in 1879. He was director of the St. Xavier school in Cincinnati, and editor of the *St. Xavier Calendar* since 1907. In 1924 he founded the "Little Flower Library." He has written innumerable books for boys, among them "Percy Wynn," 1890; "The Football Game," 1897; "That Office Boy," 1915; "Facing Danger," 1919; "Bobby in Movieland," 1921; "Lord Bountiful," 1923; "The Story of Jesus," 1924 and "Candles' Beams," 1926.

## ELIZA SCIDMORE

ELIZA RUHAMAH SCIDMORE died in Geneva, Switzerland, on November 3rd at the age of 72. She was born in Madison, Wisconsin, on October 14, 1856. For the

last five years she has lived at Geneva studying the League of Nations, of which she was an earnest advocate. Miss Scidmore was the author of many books, the greater number of them concerned with the Far East where she lived for some years. Among her volumes were "Alaska," 1885; "Jinrikisha Days in Japan," 1890; "Java, The Garden of the East," 1897; "China, The Long-Lived Empire," 1900; "Winter India," 1903; "As the Hague Ordains," 1907.

## Changes in Price

WILLIAM MORROW AND COMPANY  
The price of "The Book of Earths" by Edna Kenton, has been changed from \$5.00 to \$6.00.

ALFRED A. KNOPF, Inc.  
Claude Anet's "The End of the World" has been reduced from \$3.00 to \$2.50.

## Periodical Notes

THE FIRST ISSUE of the *Educational Review* combined with *School and Society* appeared November 3rd. The editorship will be directed by Dr. J. McKeen Cattell, with the cooperation of William McAndrew. E. J. Devine continues his association with the magazine. *Educational Review* was founded in 1891 by Dr. Nicholas Murray Butler, President of Columbia University. It was acquired by the Science Press from Doubleday, Doran last month. Hereafter it will be published weekly in combination with *School and Society*.

THE SPECIAL FEATURES of the Chicago *Daily News* are now combined in a tabloid magazine. Among these features is the literary review. At this same time Robert Ballou resigns as literary editor and is succeeded by Howard Vincent O'Brien, who is the author of "Wine, Women and War" and who up until now has devoted his time to the advertising field.

## Business Note

PITTSBURGH, PA.—In the issue of September 8, 1928, the *Publishers' Weekly* carried a reference to the bankruptcy of the Priscilla Guthrie Book Shop. The note referred to the announcement of final payments on the accounts of the business which failed in 1927 and had no reference, as might have been inferred, to the reorganized and refinanced business known as Priscilla Guthrie's Inc., which is continuing in the old location.



# The Weekly Record of New Publications

**T**HIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

## Adams, Franklin Pierce

Column book of F. P. A. 329p. nar. O '28 c. '05-'28 Garden City, N. Y., Doubleday, Doran \$2.50

Selected items from the Conning Tower including some of the translations from Horace, parodies, poetry and prose.

## Adcock, Arthur St. John

The glory that was Grub Street. 350p. il. (pors.) D [n.d.] N. Y., Stokes \$2.50

Impressions of contemporary English and American authors, illustrated with camera studies by E. O. Hoppé.

## Allen, Nancy Armistead

Prayer. 127p. (bibl.) S (Little studies on great themes) [c.'28] N. Y., Revell \$1

## Analyticus

Jews are like that! 241p. il. (pors.) O c. N. Y., Brentano's bds. \$3.50

An analysis of the lives of nine well-known American Jews, showing their virtues and their faults—written by a Jew.

## Angers, Wilfred J.

American and Arabian love. 231p. D [c.'28] Bost., Stratford \$2

Love story of an American in the French legions in Morocco and an Arabian princess.

## Arabian Nights

Poetry, proverbs, philosophy from The Arabian nights; comp. by Almeda B. and Edgar H. Hyman. 44p. T [c.'28] Compilers, [Los Angeles, 221 S. New Hampshire Ave.] bds. \$1

## Arblay, Mme. Frances Burney d'

Diary and letters of Madame D'Arblay; 3 v. various p. D '28 N. Y., Warne \$2, ea.

## Asquith, Lady Cynthia Mary Evelyn Charteris

The Duchess of York. 228p. il. (col. front.) O c. Phil., Lippincott \$3

"An intimate and authentic life-story including many details hitherto unpublished, told with the personal approval of Her Royal Highness."

The funny bone; new humorous stories. 303p. D c. N. Y., Scribner \$2

By P. G. Wodehouse, E. F. Benson, Compton Mackenzie, Wyndham Lewis and others.

## Bailey, Temple

The star in the well; a Christmas story. 46p. front. D [c.'28] Joliet, Ill., Volland pap., \$1, bxd.; flex. lea., \$2, bxd.

## Baker, Olaf

Panther magic. 312p. il. (pt. col.) D c. N. Y., Dodd, Mead \$2

The story of a half-Indian boy and his strange friendship with a panther, in old frontier days.

## Baker, Ray Palmer

Engineering education; essays for English; 2nd ed., rev. 233p. D '28 N. Y., Wiley \$2

## Beard, Charles Austin, ed.

Whither mankind; a panorama of modern civilization. 415p. il. O c. N. Y., Longmans \$3

Articles on the meaning and trends of various phases of civilization especially written for this volume by such experts as Bertrand Russell, Lewis Mumford, Emil Ludwig, Hendrik Van Loon, and many others, equally distinguished.

## Beckford, William

Vathek; introd. by Ben Ray Redman; il. by Mahlon Blaine. 249p. (bibl. notes) O c. N. Y., John Day \$5, bxd.

A new edition of an oriental romance written by an enigmatic English gentleman of the late 18th century.

## Bemis, Samuel Flagg, ed.

The American Secretaries of State and their diplomacy; v. 8. 376p. (bibl. notes) il. (pors.) O c. N. Y., Knopf buck. \$4

Contains: "Frederick T. Frelinghuysen" by Philip Marshall Brown, "Thomas F. Bayard" by Lester B. Shipper, "James G. Blaine" (second term) by Joseph B. Lockey, "John W. Foster" by William Castle, jr., "Walter G. Gresham" and "Richard Olney" by Montgomery Schuyler.

## Baptist Young People's Union of America

The commission plan for realizing the ideals of the Christian life program through the Young People's Society; the cabinet manual, the devotional life manual, the stewardship manual, the service manual, the fellowship manual; 5 v. various p.;

diags. D (Life enrichment ser.) [c.'28] Phil. Judson Press pap. 30 c. ea.

## Binkley, Wilfred Ellsworth

Problems and exercises in American government; national, state, municipal and local; 3rd. ed. rev. 112p. O '28 c. '27, '28 Ada, O., Author pap. 75 c.



**Benham, Allen Rogers**

Clio and Mr. Croce. 29p. D (Univ. of Wash. chapb'ks., no. 20) c. Seattle, Wash., Univ. of Wash. B'k. Store pap., 65 c.

**Berry, William Ransted**

The justice of Allah. 314p. D [c. '28] Bost., Hale, Cushman & Flint \$2

A romance of the Levant, of an Englishman brought up there and the daughter of a Pasha.

**Bird, Robert**

Uncle elephant's adventures. 126p. il. O '28 N. Y., Warne \$1.25

**Bodilly, Ralph Burland**

The voyage of Captain Thomas James for the discovery of the northwest passage, 1631. 215p. front. (map) D '28 N. Y., Dutton \$2.50

The story of a voyage in a sailing ship of seventy tons with a crew of twenty-two, taken from the log of the captain.

**Bond, Frederic Drew**

Stock movements and speculation. 200p. (3p. bibl.) diagrs. D c. N. Y., Appleton \$2.50  
A scientific study of factors affecting the stock market.

**Bone, James**

The London perambulator [new ed.]. 195p. il. D '28 c. '25 N. Y., Knopf \$3

**Bowie, Walter Russell**

When Jesus was born; il. by Charles B. Falls. 20p. il. (col.) T c. N. Y., Harper bds. 75 c.

The story of Christmas retold for little children by the rector of Grace Church, New York.

**Bridges, Horace James**

Taking the name of science in vain. 273p. (bibl. footnotes) D c. N. Y., Macmillan \$2.50

Pleading the cause of religion against modern thought that goes under the name of science.

**Brightfield, Myron Franklin**

Theodore Hook and his novels. 389p. front. O '28 Cambridge, Mass., Harvard \$4

**Bryan, Sam**

Wisconsin, and other poems. 115p. O c. Madison, Wis., Author \$1.50

Callan, Rev. Charles Jerome, and McHugh, Rev. John Ambrose

Hail Holy Queen; a book of prayer and counsel for Catholic girls and women; the Roman missal for Sundays. 728p. il. T [c. '28] N. Y., P. J. Kenedy flex. fab. \$2.50, bxd.

**Carrier, Blanche, and Clowes, Amy**

Building a Christian character; a course in religion for grade four or five in the

church schools. 319p. il. D c. Garden City, N. Y., Doubleday, Doran \$2

The pupil's book may also be purchased separately for 25c.

**Chamberlin, Henry Harmon**

Sir Aldengar [Norse myth]. 81p. '28 Bost., Cornhill \$2

**Chaucer, Geoffrey**

The Canterbury tales. 650p. il. (col.) O [ '28] Bost., Hale, Cushman & Flint buck. \$10

The edition illustrated by W. Russell Flint published in England by Jonathan Cape and the Medici Society.

**Cleveland, Philip Jerome**

Her master [fiction]. 150p. O '28 Plainville, Conn., Plainville Press bds. \$2.50

**Collins, Bertrand**

Rome express. 341p. D c. N. Y., Harper \$2.50

An American girl marries an Italian in the diplomatic service, and faces the problem of adapting herself to his Roman family and his precarious, exciting life.

**Coulter, Ellis Merton**

College life in the old south. 390p. (6p. bibl.) il., maps D c. N. Y., Macmillan \$3

The University of Georgia before the Civil War.

**Coward, T. A.**

Birds of the British Isles; third ser. 374p. il. S '28 N. Y., Warne \$4.50

**Cowling, George Herbert**

A preface to Shakespeare. 172p. (bibl.) il. D [n. d.] N. Y., Dutton \$2

A guide to the study of Shakespeare's work and times.

**Dayton, Bert**

Bird rhymes; a book of new bird and field songs. 47p. D [c. '28] N. Y., Palisade Press, 125 Church St. 75 c.; pap., 35 c.

**Defoe, Daniel**

Premières aventures de Robinson Crusoe; ed. by Arthur Wilson-Green. 157p. front. D (Cambridge modern French ser., junior group) '28 N. Y., Macmillan \$1.25

**De Haas, C. E.**

Nature and the country in English poetry of the first half of the eighteenth century. 301p. O '28 N. Y., G. E. Stechert pap. \$2.75

**De La Mare, Walter John, ed.**

Come hither; il. by Alec Buckels [new and rev. ed.]. 862p. O [c. '23, '28] N. Y., Knopf \$6

**Bishop, Mildred C., and Robinson, Edward K.**

American history workbook; outlines, maps, tests, pictures, stories; pt. 2. 55p. il., maps Q c. '28 Bost., Ginn pap. 48 c.

**Brothers, Elmer De Witt**

Dental jurisprudence; an epitome of the law of dentistry and dental surgery; 2nd ed. 246p. (bibl. footnotes) D '28, c. '14, '28 St. Louis, Mo., C. V. Mosby \$2.25

**Bryce and Turpin**

Little folk's library; 12 v. various p. il. (pt. col.) T '28 N. Y., Newson & Co. pap. \$2.40

**Bryce, and others**

Teachers' manual for The open door. 96p. D (Newson readers, bk. 2) '28 N. Y., Newson & Co. 56 c.

**Buchanan, E. S.**

Illumination [verse] 70p. D '28 N. Y., Author, 400 Convent Ave. \$1.25

**Carnegie Institute of Technology**

College training in printing, 1928. 64p. il. O '28 Pittsburgh, Pa., Author, Dept. of Pr. pap. gratis

**Coyle, Grace L.**

Jobs and marriage? outlines for the discussion of the married woman in business. 101p. (bibl.) O [c. '28] N. Y., Womans Press pap. \$1

**De Ment, Byron Hoover, D.D.**

The Bible readers' life of Christ; an interpretative account of the words and works of Jesus based upon the Gospel harmony. 332p. O [c.'28] N. Y., Revell \$2.50

**Dreiser, Theodore**

Dreiser looks at Russia. 264p. il. O c. N. Y., Liveright \$3  
The novelist reports what he saw during eleven weeks travel in all parts of Soviet Russia.

**Dupré, Henri**

Purcell; tr. by Catherine Alison Phillips and Agnes Bedford. 238p. (2p. bibl.) il. D '28 c.'27, '28 N. Y., Knopf bds. \$2.50  
A life of a distinguished English composer of the 17th century.

**Eaton, Walter Prichard**

Boy scouts of the Green Mountain trail. 320p. il. D (Boy scout ser.) '28 Bost., Wilde \$1.75

**Ervine, St. John Greer**

How to write a play. 126p. D c. N. Y., Macmillan \$1.75  
A noted English dramatist explains play-writing technique.

**Fairy shoemaker (The), and other fairy poems;** il. by Boris Artzybasheff. 114p. O c. N. Y., Macmillan bds. \$2

Including also "The Fairies" by William Allingham; "Sleepyhead" and "Berries" by Walter De La Mare; and "The Forsaken Merman" by Matthew Arnold.

**Farnham, Mateel Howe [Mrs. D. T. Farnham]**

Marsh-fire. 351p. D c. N. Y., Dodd, Mead \$2

The story of a business woman who lavished on her employer all that she would have lavished on a husband and children, had she married.

**Fay, Sidney Bradshaw**

The origins of the World War; 2 v.: v. 1, Before Sarajevo; v. 2, After Sarajevo. 568p.; 588p. (bibl. footnotes) il., maps O c. N. Y., Macmillan \$9

A comprehensive study of the facts recently revealed by the German secret archives, the archives of the Austrian and Russian Governments and the memoirs of various statesmen active in pre-war politics.

**Fedotoff, G. P.**

The Russian church since the revolution. 102p. D '28 N. Y., Macmillan \$1

**Ferguson, Charles W.**

The confusion of tongues; a review of modern isms. 464p. (4p. bibl.) il. O c. Garden City, N. Y., Doubleday, Doran 3.50  
Discussions of theosophy, mormonism, new thought and other cults of today.

**Findlay, J. T.**

Wolfe in Scotland, in the '45 and from 1749 to 1753. 336p. (3p. bibl.) il. O '28 N. Y., Longmans \$6  
An account of the early military experience of General Wolfe in Scotland at the time of the '45 Rebellion.

**Fisher, A. Hugh**

Frolics with Uncle Yule. 63p. il. Q [c.'28] Bost., Hale, Cushman & Flint bds. \$2  
Nonsense poems and pictures for children.

**Flower, Walter Newman**

Franz Schubert, the man and his circle. 382p. (33p. bibl.) il. (col. front.) O [c.'28] N. Y., Stokes \$5  
A biography containing much new material about Schubert's personal life from letters and the diaries of his friends.

**Forsyth, C. H.**

Introduction to the mathematical theory of finance. 205p. O '28 N. Y., Wiley \$2.50

**Foster, Harry La Tourette**

The Caribbean cruise. 359p. (6p. bibl.) il., maps (pt. col.) D c. N. Y., Dodd, Mead \$3  
A guide to the West Indies, and the Mexican, Central and South American lands bordering on the Caribbean Sea.

**French, Allen**

The taking of Ticonderoga in 1775; the British story. 96p. front. O '28 Cambridge, Mass., Harvard \$2.50

**Fuller, Robert H.**

Jubilee Jim; the life of Colonel James Fisk, jr. 574p. il. O c. N. Y., Macmillan \$3.50

A narrative biography of a melodramatic figure of nineteenth century America.

**Garnett, Lucy Mary Jane**

Ottoman wonder tales [new ed.]. 277p. il. (col.) D (Black's boys' and girls' lib.) '28 [N. Y.] Macmillan \$1.75

**Goldstein, Benjamin F.**

Marketing: a farmer's problem. 344p. (12p. bibl.) O c. N. Y., Macmillan \$3.50  
The history of grain marketing from 1828 to the present.

**Duvel, J. W. T., and Hoffman, G. Wright**

Major transactions in the 1926 December wheat future. 52p. (bibl. footnotes) diags. O (U. S. Dept. of Agriculture, technical bull. 79) '28 Wash., D. C., Gov't Pr. Off., Supt. of Doc. pap. 10 c.

**Eames, Wilberforce**

The first year of printing in New York, May 1693 to April 1694. 25p. il. Q '28 N. Y., N. Y. Public Library pap. 50 c.

**Favro, Earle T.**

On the trunk of the old fallen tree. 96p. S cl '28 Fort Wayne, Ind., Glad Tidings Pub. Co. pap. 40 c.

**Fenner, Mabel B.**

God's good gifts; 3rd bk., primary 3rd year; for the teacher. 180p. il. O (Religious educ. texts)

[c.'28] Phil., United Lutheran Pub'n House

85 c.; pupil's ed. 60 c.

**Fisher, George J., M.D., ed.**

Official volley ball; all rules adopted by the National Amateur Athletic Federation. 158p. il., diags. S (Spalding's "Red Cover" ser., no. 120R) c. '28 N. Y., Amer. Sports Pub. Co. pap. 25 c.

**Fjeldstad, Rev H. O.**

The Sunday school teacher's guide; catechisations on the Catechism, the explanation and attributes of God. 135p. D [c.'28] Minneapolis, Augsburg Pub. House pap. 50 c.

**Gibbons, Charles E., and Stansbury, Chester T.**

Child labor in Mississippi. 34p. O (Pub'n 346) '28 [N. Y.], National Child Labor Committee pap. 25 c.



**Gothein, Marie Luise**

A history of garden art; ed. by Walter P. Wright; tr. by Mrs. Archer-Hind; 2 v. 483p.; 501p. (2p. bibl.) il., diagrs. Q ['28] N. Y., Dutton  
buck. \$25, bxd.

Horticultural art as it has emerged in divers lands thru many centuries.

**Grady, William E., and Klapper, Paul**

Readings for the fifth year; first half; second half. 255p.; 256p. (bibls.) D [c.'28] N. Y., Scribner  
64 c., ea.

Readings for the sixth year; first half; second half. 256p., ea. (bibls.) D [c.'28] N. Y., Scribner  
64 c., ea.

**Graham, Walter, ed.**

Selections from the Tatler, the Spectator and their successors. 422p. S (Nelson's English ser.) c. N. Y., Nelson  
flex. cl. \$1.25

**Hall, Hazel**

Cry of time [lim. ed.]. 99p. front. (por.) D [c.'28] N. Y., Dutton  
bds. \$2.50

A posthumous collection of poems by the author of "Walkers."

**Harlow, Alvin Fay**

Old post bags; the story of the sending of a letter in ancient and modern times. 515p. (2p. bibl.) il. O c. N. Y., Appleton  
\$5

The history of mail service all over the world including many tales of the dangers and hardships endured by postmen in the early stages of the service.

**Hatch, Eric**

A couple of quick ones. 201p. D c. N. Y., McBride  
bds. \$1.75

The diary of a young-man-about-New York and Long Island, who wakes up one morning to find himself married to the wrong girl.

**Heacox, Arthur Edward**

Project lessons in orchestration. 180p. (bibl.) D (Music students lib.) [c.'28] Bost., Oliver Ditson Co.  
\$1.50

**Hicks, Edward**

Sir Thomas Malory. 131p. il. O '28 Cambridge, Mass., Harvard  
\$2.50

**Hoskin, George Clarence**

Spick and span; adventures of two rabbits [juvenile]. 111p. il. D [c.'28] N. Y., Revell  
\$1.25

**Hotson, Leslie**

The Commonwealth and Restoration stage. 437p. il. O '28 Cambridge, Mass., Harvard  
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Intercollegiate swimming guide containing official rules for swimming, fancy diving, intercollegiate water polo, international or soccer water polo; 1929. 198p. il. S (Spalding's "Red Cover" ser., no. 9 IR) e.'28 N. Y., Amer. Sports Pub. Co. pap. 25 c.

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Maggie interrupts; a comedy in one act; this play won the prize in the West Roxbury Woman's Club contest in 1927. 21p. D [c.'28] [Jamaica Plains, Mass. Fandel Press] pap. 30 c.

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- Best plays of 1927-28, The. Mantle, B. \$3  
*Dodd, Mead*
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B. H. \$2.50  
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- Bird rhymes. Dayton, B. 75 c.; 35 c.  
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- Birds of the British Isles. Coward, T. A.  
\$4.50  
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- Decline of the west, The. Spengler, O. \$7.50  
*Knopf*
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- Frolics with Uncle Yule. Fisher, A. H. \$2  
*Hale, Cushman & Flint*
- Funny bone, The. Asquith, C. \$2  
*Scribner*
- Ghond the hunter. Mukerji, D. G. \$2.50  
*Dutton*
- Ghost House. Pallen, C. B. \$2  
*Manhattanville Press*



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 Russian church since the revolution, The. Fedotoff, G. P. \$1 Macmillan  
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 Willy Pogany's Mother Goose. \$4. *Nelson*  
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 World does move, The. Tarkington, B. \$2.50 *Doubleday, Doran*  
 Young people's movement in the American Lutheran church. Jenny, G. \$1.25 *Augsburg Pub. House*

# The Field of Old and Rare Books and Weekly Book Exchange

## CURRENT RARE BOOK NOTES

Frederick M. Hopkins

A NEWLY discovered copy of the first edition of Edgar Allan Poe's "Tamerlane" has been sold by Charles E. Goodspeed, the Boston Bookseller, to an Indianapolis collector, for a sum said to be in excess of \$20,000. This makes the sixth known copy of this rare American first edition, which holds a long lead over all other first editions of Ameri-

can authors in the high prices which it has brought and the unrivalled position it holds in our bibliographical annals. The fifth copy, then recently discovered, was listed in Goodspeed's catalog of November, 1925, and was sold to Owen D. Young, of New York, for \$15,000, or was so reported in the press. Of the other four copies, one is in the British Museum, an-

other is in the Henry E. Huntington Library and Museum at San Gabriel, Cal., the third is in the library of Frank B. Bemis, the Boston collector; and the fourth is in the collection of W. A. Clark, of New York and California. There has been rumors of still another copy of "Tamerlane" with a presentation inscription by Poe. George H. Sargent has characterized it as a "ghost book" and such it will remain until more is known about it. But one cannot help speculating what a choice perfect copy of the first edition of "Tamerlane" with the author's presentation inscription would bring. If a collector will pay \$20,000 in the cool atmosphere of a private sale, what would a fine presentation copy bring in the electric atmosphere of the auction room with the wealthy collectors in keen competition? If this question is ever answered under the hammer the reply will be a sensational one.

**J**APANESE scholars are celebrating the final triumph of Dr. Yuzo Tsubouchi, honorary professor of Wasedo University in Tokio, in finishing a complete translation of the works of William Shakespeare into the Japanese language, a task that has taken him forty-three years. The work is in thirty-four volumes and is hailed by literary authorities as a perfect representation in Japanese of the English original. To commemorate the completion of this important work the pupils of Dr. Tsubouchi plan to establish a dramatic library at Wasedo University, and as a further testimonial the actors of the Tsukiji Theater will present "A Midsummer Night's Dream" at the Imperial Theater in Tokio. Dr. Tsubouchi began his translation of Shakespeare in 1885, when he was twenty-six years old. He started with "Julius Caesar." He is now nearing his seventieth birthday and is very happy in having brought the great undertaking to a successful end.

**I**N CHARLES F. HEARTMAN'S first sale of Americana, at Metuchen, N. J., October 20, autographic material brought good prices. An A. L. S. of John Adams, 3 pp., 4to, February 9, 1813, fetched \$322.50; three short letters of Mark Twain, \$73; a manuscript of 8 pp. by James Fenimore Cooper, \$77.50; a man-

uscript of Eugene Field's poem "Song of the Heart," \$156; an A. L. S. of General Nathaniel Greene, 2pp., folio, Savannah, March 12, 1786, \$71; a document revealing intimate details of the Hamilton-Reynolds affair, \$400; a leaf of the manuscript of Washington Irving's "Life of Washington," \$72.50; a short A. L. S. of Stonewall Jackson, \$55; four A. L. S. of Thomas Jefferson, \$130 each; an A. L. S. of Theodore Roosevelt, written from Elkhorn Ranch, in 1886, \$165; and an A. L. S. of George Washington, 2pp., folio, October 10, 1773, \$510. Several other Washington letters brought similarly good prices.

**T**HE Bicentenary of the birth of Oliver Goldsmith, which occurs today has brought out many fine tributes on both sides of the Atlantic. He lived but forty-five years, yet he died a favorite, and today is regarded as one of the most lovable of English authors. A single paragraph, written by Washington Irving, has been quoted many times in recent months: "We read (Goldsmith's) character in every page and grow into familiar intimacy with him as we read. The artless benevolence that beams thruout his works; the whimsical but amiable views of human life and nature; the unforced humor, blending so happily with good feeling and good sense, and singularly dashed at times with a pleasing melancholy; even the very nature of his mellow, and flowing, and softly tinted style, all seems to bespeak his moral as well as his intellectual qualities and makes us love the man at the same time that we admire the author. While the productions of writers of loftier pretension and more sounding names are suffered to molder on our shelves, those of Goldsmith are cherished and laid in our bosoms. We do not quote them with ostentation, but they mingle with our minds, sweeten our tempers and harmonize our thoughts; they put us in good humor with ourselves and with the world, and in so doing they make us happier and better men."

**T**HE auction season has been opened in London and much good material has already been sold at very fair prices. An important sale will take place at Sotheby's, November 12, 13 and 14,



which will include the first Four Folios of Shakespeare, a vellum Chaucer, an important collection of Kipling first editions, and other rarities of many periods. Sotheby's report excellent prospects for a good season's business. The season has opened well, enthusiastic collectors are increasing in Great Britain, the demand for rarities of all kinds is increasing in America, and altogether the business conditions are sound and encouraging. On November 20, further selections from the library of the late Clement Shorter, and a collection of works by and relating to or contemporary with Dr. Samuel Johnson and James Boswell, formed by the late Richard Harrison, of Brighton, will be dispersed. On November 26 the property of the late William J. Worrall, of Coventry, comprising a considerable collection of the first editions of Charles Dickens, including a very fine copy of "Pickwick Papers" in the original parts, together with first editions of other authors of the Victorian period, and colored plate books of the Cruikshanks and of Rowlandson will be sold. The review of the personality and peculiarities of Charles Dickens, which has been receiving a great deal of attention in recent months, has greatly intensified interest in his books among collectors.

**T**HE Bicentenary of the birth of Oliver Goldsmith is being commemorated by Yale University with an exhibition of his works in the University Library, which opened yesterday with a lecture given by Professor Katherin Balderston of Wellesley College, the editor of Goldsmith's letters and the compiler of the census of his manuscripts. The lecture was given in William L. Harkness Hall.

The exhibition is planned to illustrate the development of Goldsmith as a man of letters, and the extent and variety of his publications. The items exhibited have been limited to first editions of his works and those which have been attributed to him; to editions which represent revision by the author; to several early Dublin and American imprints of the major works; and to a few contemporary illustrations of his works. Translations and subsequent editions, such as complete sets of the editions of "The Traveller" and "The Deserted Village" which were published dur-

ing Goldsmith's lifetime, tho available, have not been included.

The items selected fully represent his literary career from the trial review which gained him, in 1757, his first position as reviewer for the "Monthly Review," to the three volume collected edition of his essays at the close of the eighteenth century. Between these limits, except for the rare "Threnodia Augustalis," nearly all his works are included in first editions. The exhibition will continue thru November 18th.

### Auction Calendar

**Thursday afternoon and evening, November 8th, at 2 and 7 o'clock.** Americana, a fine collection of rare and scarce first editions, and an important collection of bibliography. (No. 1420; Items 881.) Stan. V. Henkels, 1110 Sansom St., Philadelphia, Pa.

**Tuesday afternoon and evening, Wednesday and Thursday afternoons, November 13th, 14th and 15th, at 2 and 8:15 o'clock.** The library of Norman James, Baltimore, Md., including natural history, Americana and sport. (Part 1, Items 1013; Part 2, Items 967.) The Anderson Galleries, 489 Park Ave., New York City.

**November 16th and 17th.** Musiker autographen. (No. 52; Items 463.) Leo Liepmannsohn, Bernburger Strasse 14, Berlin, S. W. 11, Germany.

### Catalogs Received

**Alte medizin und natur-wissenschaften.** (No. 27; Items 107.) Clara Landau, Schöneberger Ufer 31, Berlin, Germany.

**Americana.** (No. 182; Items 712.) N. Posthumus, Daendelstraat 68, The Hague, Holland.

**Americana, books, maps, views.** (No. 55; Items 2390.) Otto Lange, Via Serragli 132, Florence, Italy.

**Americana, the library of genealogy and Virginia collected by Alexander Brown.** (No. 34; Items 907.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

**Autograph Letters, historical documents and manuscripts.** (Items 356.) Thomas F. Madigan, 48 West 49th St., New York City.

**Bibliography illuminated manuscripts, facsimile editions, typography, books about books.** (No. 538; Items 913.) Martinus Nijhoff, Lange Voorhout 9, The Hague, Holland.

**Books chiefly first editions.** (No. 20; Items 658.) Elkin Mathews, Ltd., 33 Conduit St., London, W. 1, England.

**Books relating to genealogy, family history, heraldry and registers.** (No. 393; Items 2311.) Thomas Thorp, Strathfieldsaye, Guildown Road, Guildford, England.

**First editions of modern authors.** (No. 89; Part 4, Items 486.) Schulte's Book Store, Inc., New York City.

**Important and rare books about drama and the stage.** (No. 5; Items 169.) H. J. Mahan, 55 West 42nd St., New York City.

**Old time literature, principally 17th and 18th century.** (No. 445; Items 1361.) Bowes & Bowes, 1 Trinity St., Cambridge, England.

**Original autographs of famous people.** (No. 2457; Items 421.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

**Rare Americana.** (No. 4; Items 656.) Henry Stevens, Son and Stiles, 39 Great Russell St., London, W. C. 1, England.

**Rare books and first editions.** (No. 200; Items 261.) James F. Drake, Inc., 14 West 40th St., New York City.

**Scientific books, including a portion of the ornithological library of Dr. A. H. Evans, author of the volume on birds in the Cambridge Natural History.** (No. 444; Items 1002.) Bowes & Bowes, 1 Trinity St., Cambridge, England.



# The Weekly Book Exchange

## How to use "Books Wanted" and "For Sale"

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Shell Book. Julia Rogers. Douleday.  
The Lightning Conductor. Williamson.

ALCOVE BK. SHOP, 936 BROADWAY, SAN DIEGO  
Thomas. Memoirs of Theodore Thomas.

ALCOVE, 542 RAMONA ST., PALO ALTO, CAL.  
Varieties of Religious Experience. James.  
Philosophical Dictionary. Eng ed.  
Under the Yoke. T. Vasov.  
Tanthadeus. K. Wallenrod.  
Without Dogma. Sienkiewicz.

"ALLAN," c/o PUBLISHERS' WEEKLY  
Bowker's State Publications. Parts I, II and III.  
Kelly's American Catalogue, 1861-66 and 1866-71.  
2 Vols.

ALTMAN BK. SERVICE, 45 W. 45TH ST., NEW YORK  
Edna St. Vincent Millay, 1sts: Renascence and  
Other Poems; A Few Figs from Thistles;  
Second April and Other Poems; The Harp  
Weaver and Other Poems.

AMERICAN BAP. PUB'N SOC., 1701 CHESTNUT ST.,  
PHILA.  
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AMERICAN BAP. PUB'N SOC., 1107 MCGEE ST.,  
KANSAS CITY, MO.  
Christ in the Psalms. George Harfur.  
Hodges Systematic Theology. Complete set, three  
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AMERICAN HEBREW, 71 W. 47TH ST., NEW YORK  
Lincoln Library of Essential Information. Frontier Press, Buffalo. Quote lowest price.

W. H. ANDRE, 604 KITTREDGE BLDG., DENVER, COL.  
Fourteen vol. Elbert Hubbard's Little Journeys.

APPLE TREE B'KSHOP, CONCORD, N. H.  
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APPRENTICES' LIBRARY, BROAD ST., PHILA.  
Cowan. Insect Curiosities.

ARGOSY BK. STORE, 45 FOURTH AVE., NEW YORK  
Clemens, Samuel. Life on the Mississippi. Boston. 1883. 1st ed.  
V. Robinson's Oriental Rugs and Carpets.

ARGUS BK. SHOP, 333 S. DEARBORN ST., CHIC.  
Harris, Frank. Life of Oscar Wilde; Contemporary Portraits. 2nd series.  
Dominion Within; Spiritual Mah; Complete in Him. Kratzer.

M. R. ARLIDGE, 1532 W. QUEEN ST., TORONTO  
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Kleine. Famous Problems in Elementary Geometry. Beman & Smith trans. Ginn.

ATLANTIC MONTHLY BK. SHOP, 8 ARLINGTON ST., BOSTON

Brother Soul. 1st ed.; Women God Changed. 1st ed; Donn Byrne.  
Little Women. Alcott. 1st ed.

AURAND'S BK. STORE, HARRISBURG, PA.  
Girty, Simon. Any books on.  
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Harvard Classics. Vols. 44 and 48. Dark green fabrikid.  
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Wickersham. History of Education in Pa.  
Want any good Penna. items.  
Buck. History of the Indian Walk.  
Bump. Down the Susquehanna.  
Craig. Olden Time. Vol. I, nos. 5 and 9; vol. II, nos. 2 to 12, original parts; or vol. II complete.  
Donegal Church, History. Ziegler.  
German Sectarians. Sachse. Vol. I.  
Want any good Penna. items.

AVONDALE PRESS, 1841 BROADWAY, NEW YORK  
Some People We Meet; Young Ladies of Today; Young Gentlemen of Today. All by Charles F. Rideal.  
History of Lancashire. Lawrence Butterworth.  
Dickens, Charles. Any and all items of any kind.  
Battle Abbey items of any kind.  
Particulars by mail only.

JOSEPH BAER & CO., HOCHSTR. 6, FRANKFURT, GER.  
Gas Age Record. Vol. 52, 1924, nos. 22 to 26.

## Books Wanted—Continued

J. BAER—Continued

- International Conciliation Papers. Carnegie Endowment for Intern. Peace. Nos. 1 to 37. 1907.
- Railway Signal Dict. 2nd or later ed. 1911 or later.
- Manson. Bibliogr. of the Analyses Measurement of Human Personality up to 1926. Wash.
- Brown. Hardwood Distillation Industry in New York.
- Eaton. Handb. for Process Photographers. 1921.
- Thoreau. Writings. Bost.-New York. 1894-5. Houghton.
- Irving. Compl. Works. 1882. Putnam.
- Longfellow. Works. Bost., 1886-90. Houghton.
- Carlyle-Emerson Correspondence. 1834-72. Ed. Norton. Bost. 1883. Osgood.
- Carpenter. H. W. Longfellow. Bost. 1901.
- Harrison. Life and Letters of E. A. Poe. 1903.
- BAILEY'S, VANDERBILT SQUARE, SYRACUSE, N. Y.
- Hidden Children. Robert Chambers.
- Salt Box House.
- G. A. BAKER & Co., 247 PARK AVE., NEW YORK
- Jerrold. Life of Cruikshank. 2 vols. London.
- W. BALLANTYNE, 1421 F ST., N.W., WASH., D. C.
- Raine. The Daughter of Raasay.
- BANNER BK. SHOP, 114 FOURTH AVE., NEW YORK
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DOUBLEDAY, DORAN BK. SHOP, 819 LEXINGTON AVE., NEW YORK

Chapters from Operas and More Chapters from Operas. Krehbeil. Holt.

DOUBLEDAY, DORAN, 526 LEXINGTON AVE., N. Y.  
 Indians of the Enchanted Desert. Leo Crane. 1925. Little, Brown. Out of print.

DOUBLEDAY, DORAN BK. SHOP, 38 WALL, N. Y.  
 Common Story of Ivan Gonclearov. Trans. by Garnett.  
 Practical Book of American Arts and Crafts. Lippincott.  
 World Revolution. Webster.

DOUBLEDAY, DORAN BK. SHOP, GARDEN CITY, N.Y.  
 Time Telling Through the Ages.  
 The Simple Life. Wagner.

J. F. DRAKE, 14 W. 40TH ST., NEW YORK  
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Doyle, Conan. Last of the Legion.

Dixon. The Southerner.

Daniels, C. M. How to Swim and Save Life. Spaldings Library. London. 1907.

Dresser, Julius. True History of Mental Science.

Eckel. 1st editions of Dickens.

Galtrey. The Horse and the War.

Godey's Ladies Books for 1835.

Kipling. Recessional Printed in Red and Black. Mansfield, N. Y. 1897.

Martin. Inventions, Researches and Writings of Nikola Tesla. Pub. The Electrical Engineer, N. Y. 1894.

Masters, E. L. Spoon River Anthology. 1st ed. Riker. Annals of Newton, Long Island.

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History of the Sciences in Graeco-Roman Antiquity. Raymond-Pulman.

Rossetti. Hall Caine.

Power Magazine. Issues May 22 and 29, 1923.

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HOBOKEN, N. J.

Boss Tweed. Lynch.

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Budge. Book of the Dead

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Canfield City of Six.

Shunk. The Field Engineer. Van Nostrand. 1909. 2.

GOODSPEED'S BK. SHOP, 2 MILK, BOSTON, MASS.

Babbage. Economy of Machinery and Manufacture.

Barnard. Narrative of a Voyage Round the World. '29.

Beer. Atlas of Windham County, Vt. 1871(?)

Clemens. Celebrated Jumping Frog. 1903 or later.

Davis. Ship Models and How to Build Them.

Daye. Forbidden Fields. Putnam.

Douglass. How Shall Country Youth Be Served.

Encyclopedia of National Biography. White.

Hardy, A. S. Diane.

Hasse. Index Economic Material in Documents, etc. Carnegie Inst. Pub. No. 85. Del., Ill., Ken., and Ohio.

Hazen. Contemporary Am. Opinion of Fr. Rev. 1897.

Herschel. Water Supply City of Rome. 1899.

King. Our Wonderful Country.

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Bates. Records of Rev. Roger Viets.  
Browning. Magna Charta Barons.  
Child. Gazetteer Washington Co., Vt.  
Clemens. Celebrated Jumping Frog. 1903.  
French and English.

Cooke. Conquest New Mexico and Calif.  
Cutter. Geneal. and Family Hist. of Conn. 4 v.  
Davis. Hist. Bucks Co., Pa.  
Dexter. Index to Savage's Dictionary.  
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Goodspeed. Hist. of Williams Co., O.  
Life of John Jay. 2 vols.

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Marshall. Life of Washington. 5 vols.

Price. Hist. Pocahontas Co., W. Va.  
Scharf. Hist. of Maryland.

Sedgwick. Hist. of Sharon, Conn.  
Singleton. Furniture of Our Forefathers.

Men of Southeastern Mass. 3 vols. 1912.  
Strange. Eighteenth Century Furniture.

Thomas. Reminiscences of Last 65 Years. 2 v.  
Wood. Hist. of Hauppauge, L. I.

Genealogies: Anthony, 1904; Bill, 1867; Case, 1909; Child, 1881; Choate, 1896; Doty-Doten, 1897; Foulkes, 1898; Farnsworth, 1897; Goodwin, 1899; Holt, 1864; Janes, 1868; Kilbourn, 1856; Lee, 1896; Little, 1882; Lyman, 1872; Mann, 1884; Marston, 1888; Okeley, 1899; Palmer Groups, 1901; Paulett, by Garrett; Perry, 1913; Smith, 1898; Stafford, 1870; Webber, 1878; Whiting, 1873; Winslow Memorial, 2 vols. 1877-88.

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Encyclopedia Britannica. Handy vol. issue, 12th or 13th ed.

Reminiscences of Wilmington. Montgomery.  
Genghis Khan. Lamb. 1st ed.  
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Six Centuries of the Moores of Strawley. Hall.  
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Lineage of Litchfield. Cabell. 1st ed.  
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Imitation of Christ by Thomas a Kempis. Ed. with Cavell notes. Morocco binding. Worlds Classics.

J. A. Symonds. Revival of Learning.  
Echoes from a Sabine Farm. Eugene Field. Scribner. 1895.

Studies in Good and Evil. Royce. Appleton.  
Woodlanders; Trumpet Major; Well Beloved; Life's Little Ironies; Two on a Tower; Group of Noble Dames; Wessex Tales.  
Hardy in the Harper thin paped cloth ed.



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Gregg. Commerce of the Prairies. 2 vol. 1844-45.

Roosevelt. Hunting Trips of a Ranchman; The Wilderness Hunter. Scribner.  
Lakeside Classic for 1921.

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Selected Poems. Yeats. Macmillan.  
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Fathers and Children. Turgenev. Trans. Garnett. Macmillan.  
Prince of Darkness. Florence Warden.  
Physiocrats. Higgs.  
Katherine Sforza. Pesolini. Duffield. Trans. 1898.

A. & W. HEAD, 21 B'WAY, NEW HAVEN, CONN.  
Perry. Hist. of Am. Epis. Church. 2 vols.

W. HEFFER & SONS, CAMBRIDGE, ENGLAND  
History of India. 9 vols. Ed. Jackson.  
Goldziher. Mohammed and Islam trans. Seelye.  
Jackson. Persia, Past and Present.  
Goodyear. Grammar of the Lotus. 1891.  
Hopkins. Religions of India.  
Dhalla. Zoroastrian Theology. N. Y. 1914.  
Al-Baghdadi. Moslem Schisms and Sects. Ed. Seelye.  
Goldziher. Mohammed and Islam.  
Amer. Oriental Socy. Journal. Vols. 15; 16, pt. 2; 21, pt. 2; 23, pt. 1; 30 pts. 1 & 4; 31 pts. 3 & 4; 32, pts. 1, 3, 4; 35, pt. 3; 36, all; 37; 38, pts. 1, 2, 3; 41, pt. 4.  
Hopkins. Social and Military Position of Ruling Caste in Ancient India.

W. HELBURN, 15 E. 55TH ST., NEW YORK  
Denman Ross. Painting and Design. Brochure Series. January, 1903, number.

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Turberville and Howe. Great Britain in the Latest Age. 1921.  
Diatomaceen. All Works published after 1900.  
Journal of Political Economy. Vol. 1 and foll., cplt. and single.  
Cumberland, W. Cooperative Marketing. 1917.  
Holmes. Handbook of Aboriginal American Antiquity.  
United States Catal. 1918 to June 1921.  
Defoe, D. Complete works. Univ. ed. Ed. Sully.  
Mileham, G. S. Churches in Lower Nubia. 1910.  
Clements, F. Plant Succession 1916  
Ecology Vols 4, 5  
American Museum Novitates

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Beveridge. John Marshall. 1st ed.  
Jackson, Helen H. Letters from a Cat. 1879.  
Manningham's Journal.  
Pembroke. Mrs. Wilkins Freeman.  
Luchaire. Social France at the time of Philip Augustus.  
House Beautiful for August, 1927.  
National Conference on City Planning for the year 1910, in Rochester, N. Y.

HIMBAUGH & BROWNE, 4 E. 46TH ST., N. Y.  
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Richmond, G. Under Christmas Stars; Brotherly Love.

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NEW YORK  
Allen, F. The shoe Industry. 1922.  
Allin, C. D. Annexation Pref. Trade, etc. 1911.  
Anderson, D. R. Study in Politics of Virginia,  
etc. 1914.  
Anniversary Papers by Colleagues and Pupils of  
Geo. L. Kittredge, etc. 1913.  
Anthimus. De Observatione Ciborum. 1924.  
Bacon, E. M. Manual of Ship Subsidies. 1911.  
Barney, W. J. Select Bibliography on Ports and  
Harbours. 1916.  
Beable, W. H. Commercial Russia. 1919.  
Becker De, J. E. Elements of Japanese Law.  
1916.  
Behn, A. Works ed. by M. Summers. Vols.  
1-6. 1925.  
Blanchard, A. H. Amer. Highway Eng. Hand-  
book.  
Bobson, R. W. The Future of South Am. Com-  
merce. 1915.  
Brittain, W. M. Bibliography of Marit Lit.  
1918.  
Brown, Geo. R. Leadership of Congress. 1922.  
Brown, Ph. M. International Realities. 1917.  
Buck, A. E. Municipal Budget & Budget Mak-  
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Byne, A., & M. Stapley. Spanish Int. & Furni-  
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bers. Vols. 1-3. 1919-23.  
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Japanese in the U S. 1925.

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- Drake, D. Essays in Critical Realism. 1920.  
Droste, Ch. L. Documents on the War of Na-  
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duce Exchanges of the U. S. 1926.  
Encyclopedia of Connecticut Biog. Memorial. 1-4.  
English Folk Songs from S. Appalachians. 1925.  
Eugenics, Genetics and the Family. Vols. 1 &  
2. 1923.  
Faries, J. C. The Rise of Internationalism. 1915.  
Feltus, G. H. Samuel Reynolds House of Siam.  
1924.  
Fisher Irving. The Rate of Interest, Its Nature,  
etc. 1907; Why is the Dollar Shrinking?  
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Franklin, F. G. The Legislative History of  
Naturalisation, etc. 1776-1861.  
Geikie, Jas. Mountains, Their Origin, Growth  
and Decay.  
Gilbreth, F. B. Fatigue Study.  
Gill, R. H. K. The Psychological Aspects of  
Christian Experience. 1915.  
Goetz, W. E. Rules of Practice in the Treasury  
Dept. of U. S. A. for Attorneys and Agents  
Representing Taxpayers. 1924.  
Hadley, A. Report of the Railroad Securities  
Commission. 1911.  
Haines, Ch. G. The American Doctrine of Judi-  
cial Supremacy. 1914.  
Haines, Lynn. Your Congress. 1915.  
Hale, W. G. Anticipatory Subjunctive in Greek  
and Latin. 1894.  
Hall, A. B. Outline of International Law. 1915.  
Harington, John. The Epigrams of Sir . . . Ed.  
by Norman Egbert.  
Hatfield, J. Taft. Goethe und der Klu-Klux-Klan.  
1905.  
Hiel, S. P. A Survey of American Protestant  
Mission Colleges. 1925.  
High Stanley Hoffund. China's Place in the  
Sun. 1922.  
Holmes. A Bibliography of Eugenics. 1923.  
Hodgen, M. T. The Story of Worker's Educa-  
tion in Engl. and U. S. A.  
Hopkins, J. C. The Book of the Union Govern-  
ment. 1918.  
Hosiery Industry. 1915.  
Howard, G. E. A History of Matrimonial In-  
stitutions in Engl. and U. S. A. 1904.  
Hsiang-yuan p'ien: Chinese Porcelain 16th Cent.  
Trans. Bashell.  
Index Digest of State Constit. Prepared for N.  
Y., etc. 1925.  
The Inter-Ally Debts and the U. S. A.  
Inter-American High Commission U. S. Section  
Report re. Laws Governing Stock Corp. on  
the Americ. Continent. Vols. 1-3. 1924-25.  
Jacobs, M. W. A Treatise on the Law of Domi-  
cile. 1887.  
Jeager, R. Pseira. Anthropol. Public. Univ.  
Penn. 1910.  
Jebb, Rich. The Britannic Question: A Survey  
of Alternatives. 1913.  
Jennings, Hennen. The Gold Industry and Gold  
Standard. 1917.  
Johnson, J. Wm. Drop Forging Dies and Die  
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STATE OF NEW YORK, ss.  
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